

TIME



HADITHA

SPECIAL REPORT

Inside the investigation of whether the death of a U.S. Marine triggered the killing of 24 Iraqis—and a military cover-up

BY MICHAEL DUFFY, TIM MCGIRK & APARISIM GHOSH



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A photograph of two men in business attire enjoying ice cream in a park. One man is seated on a bench, looking down at his ice cream, while the other stands next to him, looking up and eating. The background features a mix of modern glass skyscrapers and a historic building with a clock tower. The scene is set on a green lawn with trees and a clear sky.

LIFE
TAKES
RECESS

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VISA

TIME

June 12, 2006
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COVER: Photograph by Lucian Read—WPN (top); video stills courtesy of Hammurabi Human Rights Group (2)

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In the wake of TIME's exclusive report on the killings at Haditha, the military is investigating what crimes may have been committed. But the incident may mark a terrible turning point in America's already shaky presence in Iraq



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Americans have a love-hate relationship with food—but there are ways to fix that

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TIME.com

Every day TIME's website offers ongoing coverage of breaking news, sharp analysis of key issues, photo essays, blogs and columns, as well as the chance to interact with TIME journalists around the globe



Second Helpings

There's more online about America's relationship with food, including an interactive poll, a quiz and a list of packaged foods nutritionists say you should avoid, all at time.com/food

TASTE TEST

How much do you know about the quality of the food you eat? Take our quiz to test your nutritional know-how

CHOWHOUND

We've compiled nine scrumptious websites, including some of the best food blogs, to whet your appetite and help you eat healthily

MEALTIME

How often do you sit down and eat dinner with your family? Every night, once a week, once a month, never? Take our poll at time.com



KITCHEN TALK

Food Network star chef Giada De Laurentiis talks about her passion for cooking, her time at Le Cordon Bleu in Paris and how she would like to take on Mario Batali in an *Iron Chef* challenge

DE LAURENTIIS: STEPHANIE D'AMICO FOR TIME



TALK BACK

As TIME continues to cover the story of the Haditha killings that it reported first, assistant managing editor Romesh Ratnesar takes questions about the growing controversy at time.com

FLASHBACK

Winning the World Cup



The U.S. men's soccer team begins its quest for the World Cup in Germany this week, with hopes of matching the remarkable feat of the U.S. women's team seven years ago

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ASK THE DOCTOR

Do you crave chocolate? Can't live without red wine or hamburgers? Ask Dr. Weil about your food cravings, and he will respond this week at time.com/askdrweil



PERSONAL POLITICS

This week time.com columnist Ana Marie Cox profiles liberal blogger Markos Moulitsas Zúniga, founder of *Daily Kos*, and provides dispatches from his Yearly Kos gathering of bloggers, activists and politicians

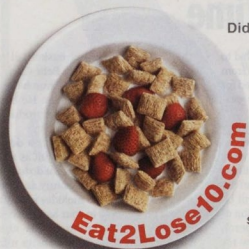
PICTURE OF THE WEEK

Every week visitors to time.com/potw get to vote for their favorite photo from a collection of memorable images chosen by time.com editors. Last week's winner was this shot of a Bolivian day laborer scaling down a cable over a mountain river while carrying a basket of tangerines

LAST WEEK'S WINNER



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PUBLIC TRUST: The editor's pencil will be passed from Kelly, left, to Stengel

The March of Time

THE POSITION OF MANAGING EDITOR at TIME isn't just a great job, or a fun job, or a really tough job. It's all those things, but most important, it is a public trust. No one has guarded that trust more fiercely than Jim Kelly, who assumed command of the magazine in January 2001 and has steered it with unerring judgment ever since.

Readers of TIME were fortunate that Jim was at the helm in September 2001, when those of us in New York City and Washington watched the world change before our eyes and the rest of civilization suddenly found itself looking to trusted journalists like those at TIME not just for information but also for understanding, guidance—even comfort. Jim's TIME provided all that and more. His love of the visual image came through week after week with lavish spreads of TIME's powerful and often moving photography. In many cases, the pictures he ran were worth way more than 1,000 words; in at least one case—that of a war-wounded child—the photography actually saved a life. The magazine won four National Magazine Awards under Jim—a record for a TIME managing editor—as well as its first Emmy, for our collaboration with ABC News on its 2003 series *Iraq: Where Things Stand*.

Jim ran TIME as a rabid nonpartisan. For all those outraged by his Dixie Chicks

cover story, just as many were appalled to see Ann Coulter staring back at them from the iconic red-bordered space reserved for the most powerful or intriguing or perplexing among us.

I am happy to say that the same judgment, gravitas and good cheer that served TIME's readers so well for so many years will soon be serving all Time Inc.'s millions of readers of our 149 magazines around the world. In a couple of weeks, Jim will be promoted to the newly created position of managing editor, Time Inc., a perch from which he will have many new responsibilities. Chief among them: ensuring that all Time Inc.'s 3,000 journalists are fully versed in the highest standards, practices and ethics of our craft and that they abide by them.

I'm excited to introduce to you the new managing editor of TIME, Richard Stengel, who most recently was president and CEO of the National Constitution Center in Philadelphia, another nonpartisan institution, devoted to educating Americans about the history and importance of the Constitution.

No stranger to TIME, Rick has worked here on three different occasions, as a writer and in several different top editing positions. His résumé is rich and varied. A 1977 magna cum laude graduate of Princeton University, where he played on

the 1975 NIT-winning basketball team under legendary coach Pete Carril, he went on to study at Christ Church College, Oxford, as a Rhodes scholar. He has authored best-selling books and produced an Oscar-nominated documentary.

More important, Rick has a deep respect for TIME's history as well as a clear-eyed view of what TIME must do to remain as relevant in the 21st century as it was in the 20th. That vision includes not just the magazine you hold in your hand, of course, but also the evolution of the already content-rich TIME.com website into an essential information destination on the Web. Rick, I can promise you, will be a reader's editor.

His first moment of approbation in his new job came when he walked into a room full of TIME editors and writers, all anxiously awaiting the news of who their next leader would be. Someone yelled, "It's Rick Stengel!" And the room burst into a round of loud, sustained applause, while Jim Kelly beamed at them all. It made the hair on the back of my neck stand up.

John W. Huey

John Huey, Editor-in-Chief

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Inside Bush's Secret Spy Net

News that the government has been tracking Americans' phone calls created static in the Beltway and the blogosphere. Although we heard mostly from readers who charged Uncle Sam with putting constitutional protections on hold, some welcomed the data mining in the hope that it would yield a direct line to terrorists

TIME REPORTED THAT THE NATIONAL SECURITY Agency (NSA), with help from phone companies, has been tracking the calls of tens of millions of Americans—in secret, without a warrant and without Congress's approval [May 22]. President George W. Bush will never stop al-Qaeda by spying on innocent Americans. In addition to being a waste of resources, that expansion of government power invades our privacy and tramples our freedoms. It must be stopped. If our government continues to spy on ordinary citizens, then the terrorists will have succeeded in eroding our liberty.

ROBERT BODEN II
Tecumseh, Mich.

THANK YOU FOR YOUR ARTICLE ON THE government's data-mining program. Like most Americans, I understand that al-Qaeda is planning more attacks on U.S. soil. But I have noticed something equally troubling. Every time President Bush defends an action for which he is criticized, he states it is necessary for national security. Over time it seems more and more power is being amassed by the Administration at the expense of Congress and the courts. That is dangerous tinkering with the U.S. Constitution, and that concerns me just as much as any threat of terrorism.

MARCIA MOROCCO
Thousand Oaks, Calif.

PRESIDENT FRANKLIN ROOSEVELT SAID IT well: "The only thing we have to fear is fear itself." TIME's reporting on the NSA seems aimed at making the American people paranoid. Let the civil libertarians be fearful and anxious. If monitoring our phones keeps just one American from being harmed, the government can listen to my calls anytime it wants.

NORM ROSSELL
Fallbrook, Calif.



"I am not willing to give up the constitutional freedoms that Americans have died to protect just because I have nothing to hide."

JEFF MORRIS
Saugerties, N.Y.

IT DOESN'T MATTER WHETHER THE POLLS show that the American people do or do not support the NSA's monitoring of Americans' phone calls. It matters only that such actions violate the Constitution, specifically the Fourth Amendment, which requires probable cause and warrants for such investigations. The Founding Fathers never said the Bill of Rights had to pass a popularity test in order to be enforced. The phones of suspected terrorists have been and should

continue to be monitored—with court supervision. Without such oversight, the possibility for abuses of private information is very real.

MARGERY WINTERS
West Simsbury, Conn.

BEN FRANKLIN IS THOUGHT TO HAVE written, "Those who would give up essential liberty to purchase a little temporary safety deserve neither liberty nor safety." I am not willing to give up the constitutional freedoms that Americans have died to protect just because I have nothing to hide.

JEFF MORRIS
Saugerties, N.Y.

EVEN IF THE NSA AND THE PRESIDENT never abuse the power to invade the privacy of Americans, who can say that a future Administration will not abuse the power obtained through the precedent? History teaches that the rights of individuals may be more easily lost than regained. Let us guard against future abuse by protecting our privacy now.

ROBERT E. MANN
Chandler, Ariz.

THE NSA PROGRAM IS LONG OVERDUE. IT should have been implemented after the initial truck-bomb attack on the World Trade Center. Had we been connecting the dots in that way all along, 9/11 might never have happened.

MICHAEL PATMAS
West Linn, Ore.

WOULDN'T IT BE MORE EFFECTIVE TO track only the calls of suspected al-Qaeda members, rather than the millions of calls made daily in the U.S.? In the forest of all that data, we're much more likely to miss something important.

DEBORAH T. WILCOX
Bedford, Texas



Kra•ka•toa (*kra-kə-'tō-ə*)

1. Volcanic eruption in 1883 that spawned the loudest sound ever heard and rained ash on cities 700 miles away.
2. Volcanic eruption that will happen again.

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LIFE
Books

BRavo for your reporting on autism and treatment options [May 15]. I encounter many toddlers and young children with Autistic Spectrum Disorders. Explaining the diagnosis to parents causes them immediate confusion, panic and pain at the loss of the "normal child" they expected, as they confront a child who responds to the world in his own foreign code. Your article highlighted the Floortime approach. My colleagues and I are firm believers that for most children and families, it is the method that best enhances the bonding between child and parent, child and therapist, and eventually child and peers. The therapy is intense and long, but the developmental outcome is rewarding.

THE REAL G.I. JAMES

Our Feb. 27 story "Crossing the Line," on U.S. female soldiers who faced combat in Iraq, leaving children behind, prompted sadness from readers like Anthony G.

Gumbs, of Glendale Heights, Ill., whose comments were published in the March 20 issue: "That we are now sending women—including the mothers of babies—into the cauldron of war is another sign that America has lost its way." Gumbs' reaction, however, drew a storm of response from soldiers, male and female. Wrote military police officer Karolyn Smith, of Santee, Calif.: "I have seen some brave women as well as their male counterparts freeze in the middle of combat, but I never doubted that any of them were worthy of being soldiers." Chief Warrant Officer Tammy L. Ganci, of Fort Eustis, Va., said, "**WOMEN SIGN UP KNOWING FULL WELL THAT WE MAY HAVE TO BE AWAY FROM OUR FAMILIES. NO ONE FORCES US. WE DO IT PROUDLY.**" Justin Mendez of Holland, Mich., agreed: "As a veteran, I don't recall anyone complaining that I was not present for my daughter's birth or that I missed special occasions. If the public wants to let mothers stay home to raise their children, then how about the fathers too? And if that were the case, then who would defend democracy? Freedom has never been free."

HEADACHE? OR MIGRAINE?



Take this Quiz

When you have headaches, do you have:

Pain

- Moderate to severe pain?
- Pulsating or throbbing pain?
- Worse pain on one side?
- Worse pain when you move?

Never	Sometimes	Always
Never	Sometimes	Always
Never	Sometimes	Always
Never	Sometimes	Always

Symptoms

- Nausea or vomiting?
- Sensitivity to light and sound?

Never	Sometimes	Always
Never	Sometimes	Always

YOUR HEADACHES COULD BE MIGRAINES IF:

- You answered "sometimes" or "always" to at least 2 Pain questions and at least 1 Symptoms question
- You have had at least 5 of these headaches
- These headaches last 4 to 72 hours without treatment

Only a doctor can tell if your headache is a migraine and not another problem. So take this quiz to your doctor. And if you are diagnosed with migraines, ask your doctor if IMITREX is right for you.

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Prescription IMITREX Tablets are for the acute treatment of migraine attacks in adults. If the headaches you are suffering from are not migraines, IMITREX is not for you. You should not take IMITREX if you have certain types of heart disease, a history of stroke or TIAs, peripheral vascular disease, Raynaud syndrome, or blood pressure that is uncontrolled. If you have risk factors for heart disease, such as high blood pressure, high cholesterol, diabetes, or are a smoker, you need to be evaluated by your doctor before taking IMITREX. Very rarely, certain people, even some without heart disease, have had serious heart-related problems. If you are pregnant, nursing, or taking medications, talk to your doctor.

Please see the important information on reverse.

MITREX® (sumatriptan succinate) Tablets

Printed information about MITREX Tablets for migraine headaches.

Generic name: sumatriptan succinate.

Please read this summary of information about MITREX before you talk to your doctor or start using MITREX. No summary can take the place of a careful discussion between you and your doctor. Only your doctor has the medical training and the complete prescribing information necessary to determine if this medicine is right for you. Since you read this summary, you and your doctor with your doctor whether MITREX is appropriate treatment for you and ask any questions you may have.

WHAT IS MITREX?

MITREX is the brand name of sumatriptan, a drug intended to relieve your migraine headaches but not to prevent or reduce the number of migraine headaches experienced. MITREX should be used only to treat an actual migraine attack. MITREX can be obtained only with a doctor's prescription and should be used only after discussing the choice with your doctor, taking into account your individual preferences and medical circumstances.

HOW DOES MITREX WORK?

MITREX works in a completely understood MITREX is a 5-HT₁ agonist that seems to relieve migraine headaches by acting like a brain chemical called serotonin, causing some blood vessels in the head that are sensitive to a migraine to contract (that is, to become smaller), which helps ease the migraine headache.

IMPORTANT SAFETY CONSIDERATIONS

Because the great majority of patients who have taken MITREX have not experienced any significant side effects, some patients have experienced serious heart attack and, rarely, considering the effectiveness of MITREX use worldwide, deaths have been reported. In all but a few instances, however, serious events occurred in patients with known heart disease, and it was not clear whether MITREX was a contributing factor in these deaths. Serious events relating to the blood vessels in the head that are sensitive to a migraine have been reported in patients with known heart disease, and it was not clear whether MITREX was a contributing factor in these deaths. Serious events relating to the blood vessels in the head that are sensitive to a migraine have been reported in patients with known heart disease, and it was not clear whether MITREX was a contributing factor in these deaths. Serious events relating to the blood vessels in the head that are sensitive to a migraine have been reported in patients with known heart disease, and it was not clear whether MITREX was a contributing factor in these deaths.

WHO SHOULD NOT TAKE MITREX?

Some types of migraine headaches should not be treated with MITREX, and some patients should not take MITREX because of an increased risk of serious side effects.

- If you have had a heart attack, stroke, transient ischemic attack, peripheral vascular disease (including ischemic bowel disease) or Raynaud's disease or any sort of heart disease or symptoms that are associated with constriction of blood vessels, such as ischemic heart disease, angina, or coronary artery vasospasm, you should not use MITREX.
- If you have uncontrolled high blood pressure, you should not use MITREX.
- If you are taking certain drugs for depression, talk with your doctor. MITREX may not be used if you have or have taken within the last 2 weeks monoamine oxidase inhibitors (MAOIs).
- Your doctor will discuss with you the type of migraine headache you have.
- If you have a long-term or chronic migraine or a cluster migraine, MITREX should be used only in patients who have been diagnosed by a physician as having migraine with or without aura.
- Tell your doctor about any other medicines you are taking. If you are currently taking any migraine medicines that include ergot alkaloids, such as ergotamine or dihydroergotamine, or other vasoconstrictors, do not take MITREX within 24 hours of taking these medicines.
- Do not take MITREX if you are allergic to sumatriptan or any of the ingredients in MITREX.
- If you have severe liver disease, you should not use MITREX.

WHAT MEDICATIONS OR CONDITIONS SHOULD YOU DISCUSS WITH YOUR DOCTOR?

- If you have risk factors for heart problems, you should tell your doctor. Your doctor should determine if you have heart disease to see if MITREX is appropriate for you. Risk factors include high blood pressure, high cholesterol, diabetes, and smoking. One of the most important risk factors for heart disease are women who are past menopause (whether natural menopause or menopause resulting from surgery) more than 40 years old, or patients with a family history of heart disease.
- Tell your doctor if your evaluation for heart disease is satisfactory, your doctor may ask you to take the first tablet of MITREX in the doctor's office.
- Tell your doctor if you have chest pains, shortness of breath, or irregular heartbeats.
- Tell your doctor if you are taking selective serotonin reuptake inhibitors (SSRIs).
- Tell your doctor if you have a history of epilepsy or seizures.
- Tell your doctor if you have liver or kidney problems.
- Tell your doctor if you have ever had to stop taking any medicine because of an allergic or other problem.

USE OF MITREX DURING PREGNANCY AND BREAST-FEEDING

Do not take MITREX if you are pregnant. Think you may be pregnant, are trying to become pregnant, or are using inadequate birth control methods, or are breast-feeding, unless you have discussed this with your doctor.

HOW TO TAKE MITREX TABLETS

For adults, the usual dose is a single tablet swallowed whole with fluids. Do not split tablets. A second tablet may be taken if your symptoms of migraine continue. If you have had a partial response to the first dose, do not take more than 2 hours after taking the first tablet. For a given attack, if you have no response to the first tablet, do not take a second tablet. Do not take more than 2 tablets with your doctor. Do not take more than a total of 200 mg of MITREX in any 24-hour period.

The safety of treating an average of more than four headaches in a 30-day period has not been established.

WHAT ARE THE POSSIBLE SIDE EFFECTS OF USING MITREX?

- Do not rely on this summary alone for information about side effects. Your doctor can discuss with you a complete list of side effects that may be relevant to you. The most frequently seen side effects are tingling and warm/cool sensations with MITREX tablets.
- Some patients feel pain or tightness in the chest or throat when using MITREX. If this happens to you, discuss it with your doctor before using any more MITREX. If the pain is severe or does not go away, call your doctor immediately.
- If you have sudden or severe abdominal pain after taking MITREX, call your doctor immediately.
- Drowsiness, tiredness, weakness, heart pounding, swelling of the eyelids, face, or lips, or a skin rash, skin bumps, or rashes happen rarely, but if they happen to you, tell your doctor immediately. Do not take any more MITREX unless your doctor tells you to.
- Some patients have feelings of drowsiness, lightheadedness, or the face feeling a short time, heaviness, or a feeling of pressure after using MITREX. A few patients may feel tingling, dizzy, tired, sick. Tell your doctor about these effects at your next visit.
- If you feel unwell in any other way or have any problem that you do not understand after taking MITREX, tell your doctor immediately.

WHAT SHOULD I DO IF I TAKE AN OVERDOSE?

If you have taken more medicine than you have been told, contact either your doctor, a hospital emergency department, or the nearest poison control center immediately.

HOW SHOULD I STORE MITREX?

Keep out of reach of children. MITREX may be harmful to children. Do not remove tablets from package until you are ready to use them and do not store in any other container. Store between 36°F and 86°F. Do not use after expiration date on package.

gsk GlaxoSmithKline

I WAS HEARTENED BY YOUR REPORTING on autism, particularly the story of Hannah, who started expressing herself at 13 with the help of facilitated communication. My son Ken lost the ability to speak when he was 5, and everybody assumed he was very impaired mentally. He was rescued from his world of silence at age 16 by wonderful teachers applying the methods of facilitated communication. People like Hannah and Ken not only see the world differently but also are trapped by others' misunderstanding and closed minds. Your article may help change the paradigms of how these children are assessed, treated and educated.

JULIE WILKINSON
Melbourne, Australia

YOUR REPORT PROVIDED INSIGHTS THAT can improve the quality of life for those affected by autism. The behavior-modification techniques used in Applied Behavior Analysis (ABA) lure parents into believing that their children can be "fixed," or at least trained to act appropriately. In my experience, ABA works at finding solutions without necessarily providing an understanding of the cause of the problems. The Floortime method is a long-term solution that teaches children how to communicate and helps them repair problems at the foundation. My child with autism has had experience with both methods. Floortime takes more time, effort and patience, but it has helped me connect with him.

ROSE KIMBER
Toronto

"A TALE OF TWO SCHOOLS" CLARIFIED THE importance of treating the core deficits of children who suffer from autism: a lack of flexible thought and spontaneous communication, and lagging social and emotional development. It emphasized the role of emotion in learning, something that people have known for years and yet somehow tend to underestimate.

In describing the philosophy behind ABA and Floortime, your report will help parents make a more informed decision.

ALISA VIG, PH.D.
CLINICAL PSYCHOLOGIST
Jerusalem

The TIME 100

YOUR SELECTION OF THE WORLD'S MOST influential people was heartwarming [May 8]. Those individuals, especially the King of Bhutan, Jigme Singye Wangchuck, portend a bright future for man-

THE SECRET HISTORY



A.M. Rosenthal, the irascible top editor of the New York Times for 17 years, died last month at age 84. TIME's June 28, 1971, cover story related the events leading to the publication

of the classified Pentagon papers:

"Neither [reporter Neil] Sheehan nor the Times is talking about the source of the material. But the evidence is that Daniel Ellsberg, a former Defense Department analyst, is the man who volunteered the files to Sheehan. The reporter wrote a long, controversial book-review essay in March, weighing the question of whether U.S. officials had been guilty of war crimes. Ellsberg told friends that he admired Sheehan's analysis. A short time after the essay appeared, Sheehan... was in New York City carrying a sample of the 47-volume report. He spread the papers on the desk of Times Managing Editor A.M. Rosenthal, whose eyes widened.

'THE DECISION TO PUBLISH,' SAID ROSENTHAL, 'WAS MADE ALMOST THE MOMENT IT CAME INTO MY HANDS.' Rosenthal dispatched Assistant Foreign Editor Gerald Gold to Washington, where he set up headquarters with Sheehan... They were joined by a team of eight or nine Times men and women selected not only for their knowledge of Viet Nam but also their ability to keep a secret." Read more at timearchive.com.

kind. There will surely come a time when despots, dictators and Presidents-for-life will be a minority among world leaders. Those like the King will no longer be described as surprising. Able leadership will become the norm.

GABRIEL A. AMADI
Abuja, Nigeria

THE "ARTISTS & ENTERTAINERS" SELECTED for the TIME 100 are undoubtedly the world's best known, but not the most influential. Real influence has the same nature as real political power: it is under the surface and very rarely seen by the public. An entertainer, however famous and accepted, can't affect the world so much as the companies whose financing is the most important factor in producing a film or an album. To me, that's real influence.

MATE ENDRÉDI
Budapest

OUR INGREDIENTS?

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Support for Students

YOUR ARTICLE "WHEN COLLEGES GO ON Suicide Watch" [May 22] misled readers about how universities confront a complicated societal issue. It would have been difficult, but far more worthy, to describe how we assist students when their judgment is compromised by physical or mental illness. Cornell works tirelessly to keep troubled students on campus and provide them with the proper assistance and support. The article did not even acknowledge the honest struggle to strike a

fine balance between the freedom of the student and the responsibility of the university. Instead, you took the easy way out, offering a sensationalized account, using statements out of context, pitting universities against students.

JANET CORSON-RIKERT, M.D.

EXECUTIVE DIRECTOR

CORNELL UNIVERSITY HEALTH SERVICES
Ithaca, N.Y.

Send Missives, Not Missiles

"WHY NOT TALK?" [MAY 22] DESCRIBED the reasons President Bush will not respond to Iranian President Mahmoud Ahmadinejad's rambling 18-page letter. Although Ahmadinejad's missive wanders, covering a multitude of issues, the central message is that Bush does not live up to Christian teachings. The letter repeatedly refers to Jesus Christ and Moses, followed by the acronym for "peace be upon him." Indeed, Ahmadinejad cites Jesus but never mentions the Prophet Muhammad. Bush should reply in kind by citing Koranic passages to point out how Ahmadinejad does not live up to Islamic principles. Who knows? A continuing correspondence

might reveal some unexpected common ground between two religious heads of state.

CHARLES MOSKOS
Santa Monica, Calif.

RICHARD NIXON WOULD HAVE TALKED TO Iran while relying on a certain craftiness in foreign affairs and a perspective of global reality. But Bush's approach looks remarkably like his No Child Left Behind education policy, which simply punishes noncompliance.

JOHN JANOVY JR.
Lincoln, Neb.

AT A WHITE HOUSE LUNCHEON IN 1954, Winston Churchill said, "To jaw-jaw is always better than to war-war." Besides, failing to respond to one's mail is not polite. Before we choose war and death, perhaps we should try diplomacy.

JOE E. DUNLAP
Clearwater, Fla.

In Defense of the Dems

IN JOE KLEIN'S "EASY TARGETS FOR KARL Rove" [May 22], the description of Congressmen John Conyers and Charles

SETTING THE RECORD STRAIGHT

BLOOD DISEASE

■ Our May 15 Milestone on the death of stock-market broadcaster Louis Rukeyser incorrectly referred to multiple myeloma as a bone cancer. Although the disease often affects the bones, it arises in plasma cells of the blood.



76% of Americans plan
on a more active lifestyle
during retirement.

Rangel as "embarrassments" was excessive and uncalled for. Conyers and Rangel express a clear-eyed African-American perspective gained from hard experience. Klein may not share their politics, but he still owes them respect.

ADELE BATCHELDER
Rocky Hill, N.J.

KLEIN POINTED OUT THE UGLY POLITICAL ploys the G.O.P. has used to get power, and he anticipated Republicans' playing the race card in the November elections. Then he basically justified their tactics. I wish Klein were more appalled by what right-wing extremists who are in control of the government are doing than by what Democrats might do if they win control of the House.

WILLARD TAYLOR
Upper Marlboro, Md.

KLEIN NOTED THAT CONYERS COULD BECOME chairman of the Judiciary Committee and that he has threatened impeachment hearings against President Bush. Klein said that would be a case of Democrats' "emphasizing witch hunts instead of substantive policies." Impeachment might be incendi-

ary, but it is important and necessary to discuss and explore. Impartial and thorough Senate and House investigations need to be conducted to bring to light the massive corruption of Bush and his Administration.

WILLIAM WARNER
Portland, Ore.

The Personal Is Political

RE "10 QUESTIONS FOR MARY CHENEY" [May 22]: As a gay man, I was nauseated by her self-pitying indignation at John Kerry's bringing up her homosexuality during the third debate with George Bush. It was the introduction of anti-gay-marriage initiatives that tipped the election for Bush and her father in key states like Ohio. Those initiatives didn't end up on the ballot merely by accident. Instead of pointing a finger at Kerry for what she calls a "cheap and blatant political ploy," she should remember that the Republicans are longtime masters at exploiting divisive issues that rile single-issue voters on the right and get them to the polls.

RICHARD OLIVER
Raleigh, N.C.

CHENEY BELIEVES WE SHOULDN'T TURN against this Administration solely because of the issue of gay rights. But there are many other issues as well: the preemptive war justified by lies, environmental degradation, the lame response to Hurricane Katrina, rampant cronyism and political smearing. Shall I go on?

CINDY ROE
Ashland, Ky.

HOW TO REACH US

TIME

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NoteBook



A SPY RETURNS

SINCE AIR FORCE GENERAL Michael Hayden was tapped on May 8 to head the CIA, there has been much speculation that Stephen Kappes, a former CIA operations chief fluent in Farsi and Russian, might leave a lucrative private-sector post to return as Hayden's deputy. As reported on TIME.com last week, a June 1 London Stock Exchange filing by ArmorGroup International, a London-based security firm where Kappes has worked since April 2005, confirms that he plans to rejoin the CIA. The company said Kappes "will be leaving the Group in early June 2006 to accept the position of deputy director of the Central Intelligence Agency."

Kappes would rejoin a CIA that has changed considerably since he quit in November 2004 after a management dispute with Porter Goss, Hayden's predecessor. Earlier in 2004, Kappes had suggested to Congress that the CIA boost overseas spy placement about 10% by 2010, says a person familiar with his proposal. But after Kappes said he was quitting, President Bush ordered a speedy 50% boost in the spy corps. And officials say that Goss, in his 18 months, increased postings abroad nearly 20% while opening or reopening nearly 30 CIA offices around the world.

Many career spooks are said to be thrilled by the symbolism of bringing back a man who stood up to the unpopular Goss, who quit last month. But the

PHOTO LEFT: MICHAEL HAYDEN—COMING FROM TIME; CHRISTOPHER NORMAN—FOR TIME; CARMEL SHARON FOR TIME

Secretary of State Rice and officials in Vienna



THE WORLD VS. IRAN

CHALK UP A DIPLOMATIC WIN for the White House. President Bush's surprise offer last week to talk to Tehran yielded breakthroughs that have momentarily quelled fears of U.S. military action against the Iranian regime. During a marathon meeting in Vienna with diplomats from the four other permanent members of the U.N. Security Council, as well as Germany and the E.U. Secretary of State Condoleezza Rice obtained an unprecedented commitment

from Moscow and Beijing to support penalties in the Council if Iran refuses a package of political and economic incentives and continues nuclear activities that could enable it to build a bomb.

European envoys hope to elicit the regime's answer before July's G-8 summit in St. Petersburg, Russia. The Vienna group agreed that if Iran fails to accede to the world's demands, the matter will return to the Security Council, which would enact unspecified punitive measures.

The unity could crumble if the Vienna group differs on whether Tehran is cooperating. But for now the pressure on Iran from all sides is growing. An International Atomic Energy Agency report on Iran's activities is expected next week, and Western diplomats tell TIME that it will include "potentially incriminating" details about traces of highly enriched uranium recently found by inspectors on equipment at the Lavisan-Shian military site. The find is significant not because of the residue—it isn't bomb grade and may have been on the equipment when it was bought from renegade Pakistani nuclear scientist A.Q. Khan—but because Iran hasn't explained why such enrichment tools were found at a military facility. Iranian officials still insist their military is not engaged in nuclear work.

—By Elaine Shannon. With reporting by Andrew Purvis

UPDATE

After Ariel Sharon suffered a massive stroke on Jan. 4, his doctors induced the coma in which the then Israeli Prime Minister has remained, unlikely to recover. According to newspaper reports, Sharon, 78, opened his eyes several times on May 28 while being transferred from a Jerusalem hospital to a long-term-care facility, the Chaim Sheba Medical Center near Tel Aviv. Doctors do not believe that his overall condition has changed, although they are continuing efforts to awaken him. Dr. Zeev Rotstein, Sheba's director, said last week, "We will treat him as best we can." —By Phil Zabriske



DAVID SILVERMAN—COMING



TO THE CIA FOLD

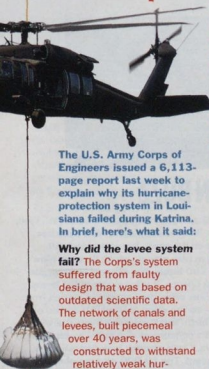
With Goss, left, out as CIA director, General Michael Hayden is set to name his own deputy

return of Kappes, who declined interview requests last week, is receiving some mixed reviews. An official says that because of his stiff bearing and often militaristic management, the devoutly Catholic ex-Marine is referred to by some career CIA officers as the Great Santini, an allusion to the obstinate title

character of the 1979 film. And House Intelligence Committee chairman Peter Hoekstra worries about installing military and intel insiders such as Hayden and Kappes. The White House has "raised the white flag on reform," he says. "Claim a win for the bureaucracy at the CIA." —By Timothy J. Burger

SPEED
READ

Katrina Mea Culpa



The U.S. Army Corps of Engineers issued a 6,113-page report last week to explain why its hurricane-protection system in Louisiana failed during Katrina. In brief, here's what it said:

Why did the levee system fail? The Corps's system suffered from faulty design that was based on outdated scientific data. The network of canals and levees, built piecemeal over 40 years, was constructed to withstand relatively weak hurricanes, not the Katrina-size monsters that

scientists had more recently warned of.

Why didn't the backup protection work? The pumping system meant to mitigate post-hurricane flooding worked at just 16% of capacity during the storm. The pumps that did work were scattered across four parishes, vastly reducing their efficacy. Once electricity was lost and operators evacuated, the system was quickly overwhelmed.

Why weren't the levees high enough? Engineers failed to account for how quickly the soil in Louisiana had sunk in recent years, so levees were in some cases 2 ft. lower than they were meant to be.

Has the system been fully repaired? About half of the state's 350-mile protection system was damaged in the hurricane, and much of that has been fixed. But experts caution that the levees may still be in a pre-Katrina state—that is, subpar.

What does the report recommend? The Corps must dramatically strengthen backup systems, keep up with the latest scientific developments and do a better job of risk assessment to prevent another disaster. —By Jeremy Caplan

A helicopter drops sandbags to repair a breach in a levee

“In a place like this, words fail. In the end, there can only be a dread silence—a silence which is itself a heartfelt cry to God: Why, Lord, did you remain silent? How could you tolerate all this?”

POPE BENEDICT XVI, at the Nazi death camp Auschwitz during a visit to Poland, the birthplace of his predecessor, John Paul II

“He is the Forrest Gump of the military. He ended up in the spotlight through no fault of his own.”

FREDERICK WRIGHT, father of Lance Corporal Andrew Wright, 21, a Marine who his parents say was ordered, along with a fellow serviceman, to photograph the corpses of unarmed Iraqi civilians allegedly killed by members of their unit in Haditha, Iraq

“I guess we should all be grateful the bricks are coming through the mail, not the window.”

DAN PFEIFFER, a spokesman for Indiana Senator Evan Bayh, on the bricks being sent to Capitol Hill offices by advocates of a fence along the U.S.-Mexico border

“He does show the advantage of being boring—nobody yells at him.”

BARNEY FRANK, Democratic Congressman of Massachusetts, on his Republican colleague Dennis Hastert, who last week became the longest-serving G.O.P. Speaker of the House

“This is the Big Easy, and sometimes we lay back a little too much. Get off your duffs.”

RAY NAGIN, mayor of New Orleans, after being sworn in for a second term, prodding residents to work harder to rebuild their Katrina-ravaged city rather than wait for outside help. Nagin's swearing-in came on the first day of the 2006 hurricane season

“It's like visiting the house of a friend. The first time you stay in the living room. But next time, after you become better friends, you go into the kitchen and the basement.”

CAI WU, Chinese government spokesman, encouraging foreign visitors to venture beyond Beijing, Shanghai and China's coast

“If they want to hear that I'm dead, I'm sorry, folks, I'm not.”

ELIZABETH TAYLOR, actress, on CNN's Larry King Live, refuting rumors that she is seriously ill

For more daily sound bites, visit time.com/quotes

Sources: Washington Post; AP; New York Times; Chicago Tribune; Reuters; Los Angeles Times; CNN

CAPED CRUSADERS

IS COMING OUT AS GAY EASIER if you have a mask and superheroinic strength? Just ask Batwoman. DC Comics is making her a lesbian in a new serial. The goal: to increase DC characters' "overall diversity," says company veeep Dan Didio. Batwoman is not alone in being a member of the League of Social Justice. A host of fictional heroes are emerging to fight for real-world causes. —By Clayton Neuman



BYE-BYE, POPEYE

Bill Clinton teamed up last year with Sponge-Bob SquarePants and Dora the Explorer to promote children's fitness and nutrition—and to get kids to eat their veggies.



NO JOKER In Frank Miller's upcoming *Holy Terror*, Batman!, the Dark Knight takes on a real-life foe (who also lurks in caves): Osama bin Laden.



AMERICA KICKS BUTT

The Pentagon joined Marvel Comics in distributing an *America Supports You* comic to soldiers last year. Because who could be better for morale than Captain America?



COLOR-BLIND LOVE

Realizing interracial romance isn't accepted by all, Marvel called for tolerance by having New Avenger Luke Cage wed private eye Jessica Jones in April.

FEELING BLUE Smurfette's dead? What kind of world is this? That's what UNICEF wanted people to ask last fall when they saw this Belgian carpet-bombing cartoon—meant to boost awareness of war's effect on children.



Together—for the Kids

FRUSTRATED FOSTER PARENTS in Washington State are seeking strength in numbers. The 600 families of the Foster Parent Association of Washington State have formed an unprecedented alliance with the state's largest union. They hope the power of the union, the Washington Federation of State Employees, will spur the Children's Administration to improve oversight and provide better training for foster parents. (State officials declined to comment.) The whole system is "in crisis," says Mary McCauley, foster mom to two children with special needs. "Families are asked to care for children they just aren't trained to handle."

Unionization is expected to lead to collective bargain-

ing. Will the foster parents strike? Probably not—less than 3% of labor talks end in strikes. Plus, says Robert Reich, former Labor Secretary who is a public-policy professor at Berkeley, "when they agreed to take on foster kids, they took on a moral obligation to parent them well."

The lack of that bargaining



These fed-up foster parents joined a union

chip doesn't seem to daunt the new union members, given the toughness of their everyday task. They're ready to do whatever it takes, says executive director Greg Devereux, "to get better care for these kids." —By Kathleen Kingsbury



TRADING ON BUZZ

George W. Bush is worth more than Brad Pitt. Well, at least on Trendio.com, a site where you can speculate on the news. Investors start with \$10,000 in play money, which they can plow into some 200 terms, like Michael Jackson, gunman and Dick Cheney. Trading prices of the terms fluctuate according to how often they appear in stories from 3,000 media sources—so the value of Brad Pitt spiked on news of his daughter's birth. But if you can't make real money, what's the point? "Media consumers don't give much thought to the news they receive," says creator Jean Agersberg, a Swedish economics student. The 10,000-plus members who have joined since Trendio was launched last month must be thinking harder now; the savviest investors' portfolios are worth about \$2.5 million. Looking for a sure thing? Agersberg says he's bullish on words related to war and natural disaster: "You can never go wrong with carnage." —K.K.

PLACE YOUR BETS

Treating bipolar disorder takes understanding:

where you've been

You've been up and down, with mood swings and relapses. You may have also been misunderstood or misdiagnosed for years before being properly treated.

where you want to go

You want to move forward with treatment to help stabilize your mood swings. It starts with effective symptom control.

and how to get there

ABILIFY may be able to help. ABILIFY is indicated for treating acute manic or mixed episodes associated with Bipolar I Disorder and maintaining efficacy in patients who have been stabilized and then maintained for at least six weeks. That means ABILIFY could help control your symptoms of bipolar mania, stabilize your mood, and reduce your risk of manic relapse. In clinical trials, most patients taking ABILIFY did not gain weight or feel drowsy.* (See most common side effects listed below.)

HOW ABILIFY IS THOUGHT TO WORK:

While the exact way ABILIFY (or any medicine for bipolar disorder) works is unknown, it is thought that ABILIFY may work by affecting the activity of some key brain chemicals—adjusting dopamine, instead of completely blocking it, and adjusting serotonin.

When activity of key brain chemicals is too high, ABILIFY lowers it.



When activity of key brain chemicals is too low, ABILIFY raises it.

Ask your doctor or healthcare professional if ABILIFY is right for you. Visit abilify.com/bipolar disorder to find out more.

Individual results may vary.

www.abilify.com/bipolar disorder

*On average, in short-term trials, patients reported: meaningful weight gain, ABILIFY 3%, placebo 2%; drowsiness, ABILIFY 12%, placebo 8%

What important information about ABILIFY do I need to know?

Elderly patients diagnosed with psychosis as a result of dementia (for example, an inability to perform daily activities as a result of increased memory loss), and who are treated with atypical antipsychotic medicines including ABILIFY, are at an increased risk of death when compared to patients who are treated with a placebo (sugar pill). ABILIFY is not approved for the treatment of patients with dementia-related psychosis.

Serious side effects can occur with any antipsychotic medicine, including ABILIFY. Tell your doctor or healthcare professional right away if you have or develop any conditions or side effects, such as:

- Very high fever, rigid muscles, shaking, confusion, sweating, or increased heart rate and blood pressure may be signs of **neuroleptic malignant syndrome (NMS)**, which is rare but potentially fatal
- Abnormal or uncontrollable facial movements may be signs of **tardive dyskinesia (TD)**, which may be permanent
- If you are **elderly**, an increased risk of stroke or ministroke has been reported in clinical trials for elderly patients with dementia

- If you have **diabetes**, risk factors for, or symptoms of diabetes, increases in blood sugar levels have been reported with medicines like ABILIFY. In some cases these were serious and resulted in coma or death
 - If you have **lightheadedness**, seizures, trouble swallowing, or suicidal thoughts
- It's important to tell your healthcare professional about all the medicines you're taking, since there are some risks for drug interactions with ABILIFY. You should avoid alcohol while taking ABILIFY.

Do not drive or operate heavy machinery until you know how ABILIFY affects you.

What are the most common side effects of ABILIFY?

Common side effects include: constipation, an inner sense of restlessness or need to move (akathisia), headache, nausea, upset stomach, vomiting, agitation, anxiety, insomnia, sleepiness, lightheadedness, and tremor.

Ask your doctor about once-a-day

ABILIFY
(aripiprazole)
5, 10, 15, 20, 30 mg Tablets

Bipolar Medicine...

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If you or someone you know needs help paying for medicine, call 1-888-4PPA-NOW (1-888-477-2669). Or go to www.pparx.org



Partnership for Prescription Assistance

Please read additional IMPORTANT INFORMATION ABOUT ABILIFY including **Bolded WARNING** on the following page.



IMPORTANT INFORMATION ABOUT ABILIFY:

This summary of the Package Insert contains risk and safety information for patients about ABILIFY. This summary does not include all information about ABILIFY and does not take the place of discussions with your doctor or healthcare professional about your treatment. Please read this important information before you start taking ABILIFY and discuss any questions about ABILIFY with your doctor or healthcare professional.

Name

ABILIFY® (a-BIL-i-fi) (aripiprazole) (air-i-PIP-re-zoll)

What is ABILIFY?

ABILIFY is a prescription medicine used to treat patients with an acute manic or mixed episode associated with Bipolar I Disorder and for maintaining efficacy in these patients who have been stabilized and then maintained for at least six weeks.

What is Bipolar I Disorder?

Bipolar I Disorder is an illness with symptoms thought to be caused by an imbalance of brain chemicals. People who have Bipolar I Disorder tend to experience extreme mood swings, along with other specific symptoms and behaviors. These mood swings, or "episodes," can take three forms: manic, depressive, or mixed episodes. Common symptoms of a manic episode are: feeling extremely happy, being very irritable and anxious, talking too fast and too much, and having more energy and needing less sleep than usual. Common symptoms of a depressive episode include: feelings of overwhelming sadness or emptiness, low energy, a loss of interest in things, trouble concentrating, changes in sleep or appetite, and thoughts of dying or suicide. A mixed episode includes symptoms that are both manic and depressive.

Who should not take ABILIFY?

People who are allergic to ABILIFY or to any substance that is in it. Please talk with your doctor or healthcare professional.

What important information should I know about ABILIFY?

Elderly patients, diagnosed with psychosis as a result of dementia (for example, an inability to perform daily activities as a result of increased memory loss), and who are treated with atypical antipsychotic medicines including ABILIFY, are at an increased risk of death when compared to patients who are treated with a placebo (sugar pill). ABILIFY is not approved for the treatment of patients with dementia-related psychosis.

Serious side effects can occur with any antipsychotic medicine, including ABILIFY. Tell your doctor or healthcare professional right away if you have any conditions or side effects, including the following:

Neuroleptic malignant syndrome (NMS): Very high fever, rigid muscles, shaking, confusion, sweating, or increased heart rate and blood pressure may be signs of NMS, a rare but serious side effect that could be fatal.

Tardive dyskinesia (TD): Abnormal or uncontrollable facial movements may be signs of a serious condition known as TD, which may be permanent.

Elderly patients with dementia: An increased risk of stroke and ministroke has been reported in a clinical study of elderly patients with dementia (for example, increased memory loss and inability to perform daily activities). ABILIFY is not approved for treating patients with dementia.

Diabetes: Patients with diabetes and those having risk factors for diabetes (for example: obesity, family history of diabetes), as well as those with symptoms such as unexpected increases in thirst, urination, or hunger should have their blood sugar levels checked before and during treatment. Increases in blood sugar levels (hyperglycemia), in some cases serious and associated with coma or death, have been reported in patients taking medicines like ABILIFY.

Orthostatic hypotension: Lightheadedness or faintness caused by a sudden change in heart rate and blood pressure when rising too quickly from a sitting or lying position (orthostatic hypotension) has been reported with ABILIFY.

Dysphagia: Medicines like ABILIFY have been associated with swallowing problems (dysphagia). If you had or have swallowing problems, you should tell your doctor or healthcare professional.

Suicidal thoughts: If you have suicidal thoughts, you should tell your doctor or healthcare professional right away.

What should I tell my doctor or healthcare professional before I start taking ABILIFY (aripiprazole)?

Information about your overall health, and any medical problems you may have, such as:

- Whether you're taking any other prescription or nonprescription (over-the-counter) medicines
- Whether you're pregnant, plan to become pregnant, or are breast-feeding
- If you or anyone in your family has had seizures
- If you or anyone in your family has had high blood sugar or diabetes

What should I avoid when taking ABILIFY?

- Avoid overheating and dehydration
- Avoid driving or operating hazardous machinery until you know how ABILIFY affects you
- Avoid drinking alcohol
- Avoid breast-feeding an infant

What are the common side effects of ABILIFY?

Common side effects include: constipation, an inner sense of restlessness or need to move (akathisia), headache, nausea, upset stomach, vomiting, agitation, anxiety, trouble sleeping (insomnia), sleepiness, lightheadedness, and tremor.

What percentage of people stopped taking ABILIFY due to side effects?

In clinical trials, the percentage of people who discontinued taking ABILIFY due to side effects was similar for patients treated with ABILIFY (11%) and for patients treated with sugar pill (9%).

Can I safely take ABILIFY while I'm taking other medications?

ABILIFY can be taken with most drugs; however, taking ABILIFY with some medicines may require your doctor or healthcare professional to adjust the dosage of ABILIFY.

These medicines* include:

- ketconazole (NIZORAL®)
- quinine (QUINIDEX®)
- fluoxetine (PROZAC®)
- paroxetine (PAXIL®)
- carbamazepine (TEGRETOL®)

It is important to tell your doctor or healthcare professional about all the medicines you're taking, just to be sure.

General Information:

- ABILIFY is usually taken once a day, with or without food
- ABILIFY should be kept out of the reach of children and pets
- Store ABILIFY Tablets at room temperature and the Oral Solution in the refrigerator
- For patients who must limit their sugar intake, be aware that ABILIFY Oral Solution contains sugar
- If you have additional questions, talk to your doctor or healthcare professional

Find out more about ABILIFY:

Please visit our website at www.abilify.com/bipolar1disorder

*NIZORAL is a registered trademark of Janssen Pharmaceutica; QUINIDEX is a registered trademark of Wyeth Pharmaceuticals; PROZAC is a registered trademark of Eli Lilly and Company; PAXIL is a registered trademark of GlaxoSmithKline; TEGRETOL is a registered trademark of Novartis Pharmaceuticals.

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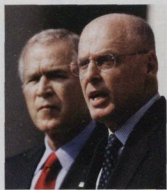
NUMBERS

19.2 million Estimated number of U.S. adults who have diabetes—9.3% of the population

1/3 Proportion of adult Americans with diabetes who don't know they have the disease

\$38 million Amount Henry Paulson, President Bush's nominee for Treasury Secretary, earned in 2005 as chairman and CEO of Goldman Sachs

\$175,700 Annual salary he would earn as Treasury Secretary



75 Number of Guantánamo Bay detainees who last week joined a hunger strike led by three inmates who have been force-fed since last August

9 Number of consecutive meals a detainee must intentionally miss to be deemed a hunger striker

3 million Varieties of seed—including rice, barley and fruit-bearing plants—that Norway plans to freeze in a Noah's Ark of crops to prevent their extinction in any future global cataclysm

-40°F Temperature at which the seeds will be kept

28% Percentage of Americans polled who believe the Bible is literally true, down from 38% in 1976

19% Percentage who view the Bible as an "ancient book of fables," up from 13%

Sources: USA Today (2); CNNMoney (2); New York Times (4); Gallup Poll (2)



“The 2006 hurricane season is here, and if you’re a resident of Florida, you know what that means: It means you have the IQ of bean dip.” DAVE BARRY



DEAL or NO DEAL



“Isn’t it strange that there are riots going on in Paris, East Timor and Kabul the very week Katie Couric leaves NBC... Am I the only one connecting the dots here?”

TOM BODETT



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ARRESTED. Seventeen Canadian residents—12 men ages 19 to 43 and five juveniles—on terrorism charges in Toronto-area raids. Police seized three tons of the explosive fertilizer ammonium nitrate, allegedly intended for targets in southern Ontario.

SETTLED. By Wen Ho Lee, 66, U.S. nuclear scientist once suspected of, but never charged with, espionage; his suit against the U.S. government for allegedly violating his privacy by leaking reports that he was being investigated for spying for China; in Washington. The government will pay Lee \$895,000 for legal fees and other costs. Separately, five news organizations agreed to pay Lee \$750,000, ending proceedings against their reporters for not divulging sources.

DIED. Vince Welnick, 55, the last keyboardist for psychedelic-rock gurus the Grateful Dead; in Forestville, Calif. Formerly of the Tubes, he joined the Dead in 1990 and played with the group until its disbanding after lead guitarist Jerry Garcia's death in 1995. Welnick, who suffered from depression, is the band's fourth keyboardist to have died prematurely. Some fans believe the position was cursed.

DIED. Slim Aarons, 89, photographer of socialites, princes and stars who created for magazines, including LIFE and Town and Country, some of the most iconic images of the 20th century; in Montrose, N.Y. After serving as a combat photographer during World War II, Aarons determined to devote the rest of his career to chronicling, in his words, "attractive people doing attractive things in attractive places." Among



SLIM AARONS—GETTY

the best-known images: Clark Gable, Van Heflin, Gary Cooper and Jimmy Stewart laughing conspiratorially in a 1957 photo called *The Kings of Hollywood*, left, which *Smithsonian* magazine called the "Mount Rushmore of stardom."

DIED. James Conway, 78, co-founder of Mister Softee ice cream, cherished mobile purveyor of frozen delights; in Ocean City, N.J. Such was the ardor for the white trucks that when New York City officials tried to ban the familiar—to some, cloying—jingle, a public outcry forced them to back down. Launched in 1956, when Conway and his brother William drove a truck around Philadelphia

giving away green ice cream on St. Patrick's Day, the company now has 600 trucks in 15 states.

▼ DIED. Carolyn Shaw Bell, 85, dynamic Wellesley College economist credited with upping the number of women in economics and business by inspiring her students to enter those male-dominated fields and helping to produce what the New York *Times* in 1995 called the "Wellesley factor"; in Arlington, Va.



WELLESLEY COLLEGE ARCHIVES

▼ DIED. Robert Sterling, 88, hunky actor in low-profile 1940s MGM movies who shot to national fame as a ghost, below, with co-stars Anne Jeffreys, his off- and onscreen wife, and Leo G. Carroll, on the hugely popular 1950s TV sitcom *Topper*; in Brentwood, Calif. Sterling played George Kerby, who, with wife Marion, dies in a skiing accident, then re-



GEORGE BILLY—LIFE

turns to his former home where the spectral couple end up coaching new occupant Cosmo Topper—a cranky banker and the only person who can see the Kerbys—on how to enjoy life.

DIED. Raymond Davis Jr., 91, chemist who shared the 2002 Nobel Prize for Physics for his arduous experiments in the depths of mines in Ohio and South Dakota that proved the existence of neutrinos—tiny, elusive particles produced by nuclear reactions on the sun; on Long Island, N.Y.

DIED. Hugh Patterson Jr., 91, levelheaded publisher of the now defunct *Arkansas Gazette* who in 1957 stood against segregation in the face of racist mobs that, in defiance of a 1954 Supreme Court ruling, tried to block black students from matriculating at Little Rock's Central High School; in Little Rock, Ark. The paper suffered circulation and ad-revenue losses exceeding \$1 million for its stance on the issue but later won two Pulitzer Prizes for its coverage of the federal-state confrontation.

By Melissa August, Harriet Barovick, Elin Martens, Coco Masters and Rebecca Myers

37

YEARS AGO
IN TIME

Allegations of a massacre of unarmed civilians by U.S. troops in Iraq have brought back memories of the tragedy at MY LAI, which sparked outrage around the world and further eroded support for the Vietnam War at home.



"North Viet Nam cannot defeat or humiliate the United States. Only Americans can do that."

—*Americans address, Nov. 3.* In a terrible way that he did not mean or likely imagine, those words of Richard Nixon's came true last week as the nation grappled with the enormity of the massacre at My Lai. A young Army first lieutenant, William Laws Calley Jr., stood accused of slaying at least 109 Vietnamese civilians in the rural village in South Viet Nam, and at least 25 of his comrades in arms on that day in March 1968 are also being investigated... The deed was not performed by patently demented men. Instead, according to the ample testimony of their friends and relatives, the men of C Company who swept through My Lai were for the most part almost depressingly normal. They were Everyman, decent in their daily lives, who at home in Ohio or Vermont would regard it as unthinkable to maliciously strike a child, much less kill one.

TIME, Dec. 5, 1969



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Joe Klein

Can the Democrats Handle a Heretic?

JIM WEBB IS STANDING AT PARADE REST, FEET APART AT SHOULDER width, chin out, quiet blue eyes scanning his target of opportunity—the assembled Democrats of Montgomery County, Virginia—and waiting for local party chieftain Steve Cochran to ask him something. “Well, looking through this,” Cochran says, riffing through a series of questions written on three-by-five cards, “there’s one dominant theme. People want to know why you became a Democrat after all those years as a Republican, and why you endorsed George Allen for the U.S. Senate over Chuck Robb in 2000, and why you want to run against Allen now.”

Webb is a much decorated Vietnam War hero, successful novelist and former Secretary of the Navy in the Reagan Administration. He is running in the Virginia Democratic Senate primary against Harris Miller, a longtime party activist and telecommunications-industry lobbyist. And it’s strange: Webb’s Democratic bona fides are the big question in the June 13 election, but he refuses to offer a pat answer. He wanders through his response, talking as a writer thinks, trying one pathway, then another—and it requires some patience from the audience, which is used to hearing politicians give smooth, market-tested replies to the tough questions. But the patience is rewarded. Webb has taken a spiritual journey over the past decade, launched by the research he did for *Born Fighting*, his nonfiction paean to his all-American ethnic group, the Scots Irish. “When I started studying Andrew Jackson, I realized that I was really a Jacksonian populist Democrat,” Webb tells the crowd. “Jackson believed that you don’t measure the health of a society at the apex but at the base. I believe that too, and that’s why I’m a Democrat.” There are other reasons. Webb opposed the war in Iraq, and he was increasingly uncomfortable with Republican extremism on social and economic issues. “I’m not sure that Democrats are much better,” he told me earlier, as we toured southwestern Virginia in his camouflage-painted campaign jeep. “But their historic through-line is better.”

Webb may turn out to be a crucial figure in the recent history of the Democratic Party. For the past 25 years, the tide of political conversions has been running in the opposite direction, from Democrat to Republican, and most of the converts were people like Webb: white, Southern, middle class or poorer, patriotic and, often, with a strong family tradition of military service—in fact, Webb’s son Jim Jr. is a Marine lance corporal headed to Ramadi. Webb’s conversion may be a sign that those sorts of people may now be willing to give the Democrats a second look. A standard-issue Democrat like Miller would probably be cannon fodder for a Republican incumbent like Allen, a party star and probable presidential candidate. It wouldn’t be

an easy race for Webb either, but his candidacy might begin to reddens the Democrats’ necks in the South. And with his pugilistic history—he fought a famous bout against Oliver North at Annapolis—Webb would surely give Allen a tussle.

But it isn’t easy running as a Democrat. There are litmus-test land mines in every audience. At the Montgomery County meeting, a local surgeon named William Epstein showed me his list: drilling in the Alaska National Wildlife Refuge, abortion, gay marriage. “I’m afraid he’s a mini-Republican,” Epstein said at first. But later, after asking the candidate directly, he amended his judgment: “He answered me straight and passed every one of my tests.” Webb is an outdoorsy hunting-and-fishing environmentalist. He is pro-choice, pro-gay rights. He has expressed nuanced reservations about affirmative action and women in combat in the past and takes careful time to explain his positions now. “If he told a lie, his tongue would fall out,” says his strategist, Dave (Mudcat) Saunders, who won’t take any money from him. “His sense of honor is a frightening thing.”

Webb is a political amateur, and party pros consider him “undisciplined.” That means he hates fund raising and isn’t very comfortable with the backroom coddling of special interests that is a dismally essential part of the job. He entered the race late and precipitately. His answers are sketchy on some domestic-policy issues; Miller has a Washington insider’s grasp of issues like education and tax policy, as the *Washington Post* pointed out in an endorsement editorial last week. Indeed, Webb may be in serious trouble in the primary. A minuscule turnout is expected, less than 5% of the electorate, and Miller has been working his way through the traditional Democratic constituencies—abortion-rights activists, teachers’ unions and minorities—like a threshing machine. “We have one candidate who is appealing and undisciplined and another who is disciplined and unappealing,” a prominent Democrat told me. “It’s a real problem.” It is more than that: a campaign that will help determine whether Democrats have the expansive soul to become a majority party once more. Liberals hunt down heretics, Michael Kinsley once wrote, while conservatives happily chase converts. Webb is a convert in a party that mistrusts converts. His candidacy is a litmus test for a party that loves litmus tests. ■



Voters want to know why Webb became a Democrat



To see a collection of Joe Klein's recent columns, visit time.com/klein

THE GHOSTS OF HADITHA

What happened one November morning in a dusty Iraqi town threatens to become one of the war's major debacles, an alleged atrocity committed by a small group of Marines that promises to haunt the hearts and minds of liberator and liberated alike

BY MICHAEL DUFFY, TIM MCGIRK AND APARISIM GHOSH





NOV. 21, 2005

Relatives and neighbors stand over the bodies of those killed two days earlier by U.S. Marines in Haditha

Photographs by
Lucian Read—WPN



SPECIAL REPORT

WHO KNOWS HOW LONG IT WILL BE BEFORE THE WORLD KNOWS PRECISELY what happened along Haditha's Hay al-Sinnai Road on the morning of Nov. 19, when 24 Iraqis, almost all of them unarmed, died during a five-hour encounter with a Marine Corps patrol. The incident, first reported by *TIME* in March, has sparked two major military investigations—one into the possibility that the Marines deliberately murdered unarmed Iraqis and another into a possible cover-up that followed. It has flung open the door to reports, some real, others already discredited, of other civilians being targeted in battle. And it led in part to the startling charge by the Iraqi Prime Minister that such attacks have become a “regular occurrence.” Once again, the Bush Administration finds itself on the defensive about a war that is now entering its 40th unrelenting month.

What happened in Haditha has the makings of one of those turning points in a military operation. This one freed a nation from dictatorship,

then left Iraq on the verge of anarchy and now looks to many Americans to have been wrong from the start. The crisis has erupted at a distinctly inopportune time, with the Administration trying to reduce the size of the U.S. presence in Iraq, even as military commanders are reporting backsliding in places as diverse as Ramadi in Anbar province and Basra in the south. “We are in trouble in Iraq,” says retired Army General Barry McCaffrey, who was recently invited to the White House to share that assessment with President George W. Bush. “Our forces can’t sustain this pace, and I’m afraid the American people are walking away from this war.” Haditha may accelerate that gait. Like the Abu Ghraib prison scandal before it, Haditha threatens to become one of the war’s signature debacles, an alleged atrocity

How Haditha Came to Light

By JEFFREY KLUGER

The Haditha killings occurred last November, but it wasn’t until January that *TIME* first heard whispers about them. The initial account of the incident was published in March in the magazine and on *TIME.com*. The manner in which *TIME* got the story and the painstaking way the facts revealed themselves illustrate the challenges of trying to cover a dangerous, deadly conflict where the truth isn’t always what it appears to be.

If the Marines are indeed guilty of an atrocity, they had the ill fortune to have committed their crime in the best possible place: outside the front door of a budding

Iraqi journalist and human-rights activist. Taher Thabet, 43, was at home in Haditha on the morning of Nov. 19 when around 7:15 he heard the detonation of the roadside bomb that struck a Marine humvee, killing the driver, Lance Corporal Miguel Terrazas, 20. The blast shattered Thabet’s windows. He ran outside in time to see Marines from three other humvees springing from their vehicles and heading for four homes on either side of the road. “They went into one house. I heard gunfire, explosions and screams,” he told *TIME* in an interview in Baghdad last month. “Then they came out and went into another. I could only stand and watch.”

The next morning, Thabet—

who last year co-founded a small outfit called the Hammurabi Organization for Human Rights and Democracy Monitoring—went into the houses where the killings had taken place and videotaped what he saw, as well as the wrenching scenes later at the local morgue, where friends and family collected the bodies of the victims. “I didn’t know what I was recording,” he says. “I just felt I had to record everything I could see.”

Thabet shared the VCD with the other members of the Hammurabi group, but for a time, news of the killings did not go further than that. Then, in mid-December, President George W. Bush announced the military’s estimate that 30,000 Iraqi civilians had died since the start of the war. *TIME*’s Tim McGirk, posted in Baghdad, began to investigate cases in which Iraqi civilians had been killed by U.S. troops. In the

course of his reporting, he obtained a copy of Thabet’s VCD. There was plenty in the grisly images to raise suspicions, including the U.S.-issued body bags into which the victims were zipped and the scattering of shells that appeared to have come from Marine rifles.

McGirk contacted Marine headquarters in Ramadi to inquire about the incident. The Marines sent back an e-mail saying there were 15 civilian deaths in Haditha on Nov. 19 but that the victims were killed by the roadside bomb and by a firefight that erupted when insurgents fired on the Marines. But the videotape showed that many of the dead were pajama-clad women and children. The bodies had wounds from bullets, not shrapnel, and the scene suggested that they had been murdered inside their homes.

In the ensuing weeks, McGirk and *TIME*’s Baghdad staff mem-



committed by a small group of service members that comes to symbolize the enterprise's larger costs. To some U.S. officers, the impact of the daily stream of accusations about the actions of the men of Kilo Company is conjuring comparisons with the blow from the country's most searing example of battlefield misconduct, the My Lai massacre of 1968, in which U.S. soldiers slaughtered more than 500 Vietnamese. "I worry the combination of Abu Ghraib and Haditha will be the My Lai of this generation," says a senior officer who served in Iraq. "Not because Haditha compares to My Lai, but the perception will be that the military is losing the respect of the American people whom we serve."

Whether that trust can be restored depends on what investigators uncover about the Haditha affair and how the military

A DAMNING RECORD

A video taken on Nov. 20 shows, from left, a trail of blood on the floor of one of the houses; blood-spattered walls inside one family's home; bodies of the dead, including a small child; and mourners at the local morgue

handles the matter going forward. A knowledgeable congressional source monitoring the Haditha probes says congressional aides are being told by Marine officers in the Pentagon that the number of Marines who may be charged with murder is small. But the source speculates that the total number who may be charged with crimes ranging from murder to aiding in the attack or trying to cover it up could be as high as 10, according to Marines who have talked to officials at the Naval Criminal Investigative Service (NCIS), which is conducting the in-

quiry into the killings. Partial findings from the other investigation, into how the Marines' chain of command dealt with the Haditha killings, conducted by Army Major General Eldon Bargewell, were delivered to Pentagon officials last week. Marine Corps officials expect Bargewell, a highly respected member of the Army's special-operations fraternity, to conclude that Marine commanders knew within a few days of the incident that the official account was inaccurate but neglected to investigate the matter further.

The criminal investigation, which will probably produce charges against Marines for committing slayings, is expected to extend into the summer. Three months after TIME published the first account of the incident, new details about the events leading up to the fateful morning in Haditha

Several survivors visited TIME's bureau, including a man whose four brothers were killed

bers interviewed more than a dozen Haditha locals by e-mail (travel between Baghdad and Haditha is exceedingly dangerous for Iraqis, let alone foreign journalists), including the mayor, the morgue doctor and a local lawyer who negotiated a settlement between the Marines and the families under which the military agreed to pay \$2,500 compensation apiece for some of the victims—mostly the women and children. Several survivors visited

TIME's Baghdad bureau, including a man in his 20s whose four brothers were killed and an orphaned girl who is now the sole caretaker of her 8-year-old brother. The bureau was also pursuing leads that a 12-year-old girl had survived the attack by playing dead. In interviews, Thabet filled in details about what he witnessed before he began shooting his VCD.

In early February, McGirk presented this evidence to, and asked for comment from, Lieut. Colonel Barry Johnson, U.S. military spokesman in Baghdad. Johnson viewed the VCD, listened to the accounts and responded straightforwardly, "I think there's enough here for a full and formal investigation." Army Colonel Gregory Watt was dispatched to Haditha to conduct a three-week probe in which he interviewed Marines, survivors and doctors at the morgue.

At that point, TIME's Aparisim Ghosh joined the efforts in Baghdad, asking the U.S. military for more information even as the preliminary investigation was continuing. Lacking any official U.S. response to the allegations, TIME chose not to publish an article on the episode in Haditha based solely on the eyewitnesses' accounts. On March 14, a U.S. military official in Baghdad familiar with the Watt probe finally responded to Ghosh. According to the official, the probe concluded that the civilians were in fact killed by Marines and not by an insurgent's bomb—but that the deaths appeared to be the result of "collateral damage" rather than malicious intent. Nevertheless, the official told Ghosh, the matter had been handed over to a criminal investigation. Over the next five days, the reporting by McGirk and Ghosh continued to be reviewed by TIME

editors and Pentagon correspondent Sally B. Donnelly. TIME's story "One Morning in Haditha" was published on March 19 on TIME.com and appeared the next day in the print magazine (which carried a March 27 cover date). The Haditha episode began to receive wider coverage last month, when members of Congress revealed that Pentagon and military officials had disclosed that Marines may be charged in connection with the alleged massacre and that a cover-up might have taken place.

If there is any beneficiary at all of the tragedy, it is Hammurabi, the human-rights group, which is flooded with new volunteers and free to do its work more aggressively. Still, Thabet says his thoughts are mostly with the 24 who died. "Nobody cares about what happens to ordinary Iraqis," he says. They do now.



A DEADLY TOUR

▲ BATTLE SCARRED
In November 2004
Kilo Company
fought in Fallujah,
where First Sergeant
Brad Kasal, center,
suffered injuries
from a grenade blast

► **REMEMBRANCE**
At a service for the Marine killed at Haditha, the men of Kilo inked farewell messages on stones



have shed light on why a small group of Marines apparently abandoned all semblance of self-restraint in a deadly burst of vengeance. But other questions are likely to remain—about who bears ultimate responsibility for the killings, about other possible incidents of military misconduct in Iraq and about whether the U.S. can do anything to stop Haditha from happening again.

HOW DID THIS HAPPEN?

ONE OF THE BIGGEST MISCALCULATIONS OF the Iraq war—maybe the biggest—was that the U.S. invaded Iraq with a force large enough to topple a government in 21 days but too small to maintain order in a nation of 26 million with deep ethnic divisions. That strategic decision had tactical consequences, and they can be seen in the record of Kilo Company, 3rd Battalion, 1st Marines. Late last year, U.S. commanders tried to hold Haditha, a town of 90,000 riddled with insurgents, at times with just one company of 160 men. The job fell to Kilo, which had already seen some of the ugliest fighting in the postinvasion period.

According to Lucian Read—a freelance photographer who has spent 13 months in Iraq, five of them with Kilo Company—Kilo had drawn a short stick in the battle for Fallujah in 2004, enduring days of street-to-street and sometimes house-to-house fighting. During an operation that came to be known as Hell House, a Kilo unit was ambushed inside a house by half a dozen insurgents armed with machine guns and grenades; one Marine died, and several others were wounded. Trapped inside, with the enemy in the adjoining rooms, the Marines finally blew the house up in order to kill the insurgents and make their escape.

After pulling out of Fallujah, Kilo returned home, but by last summer it was gearing up for another tour in Iraq. The unit remained about 65% intact from the year before. In October it moved as part of a roughly 900-man Marine battalion into Haditha, a Euphrates River-valley farm town that had been in insurgents' hands for half a year. At first, the Marines encountered almost no resistance. According to Read, Kilo took up residence in a munici-

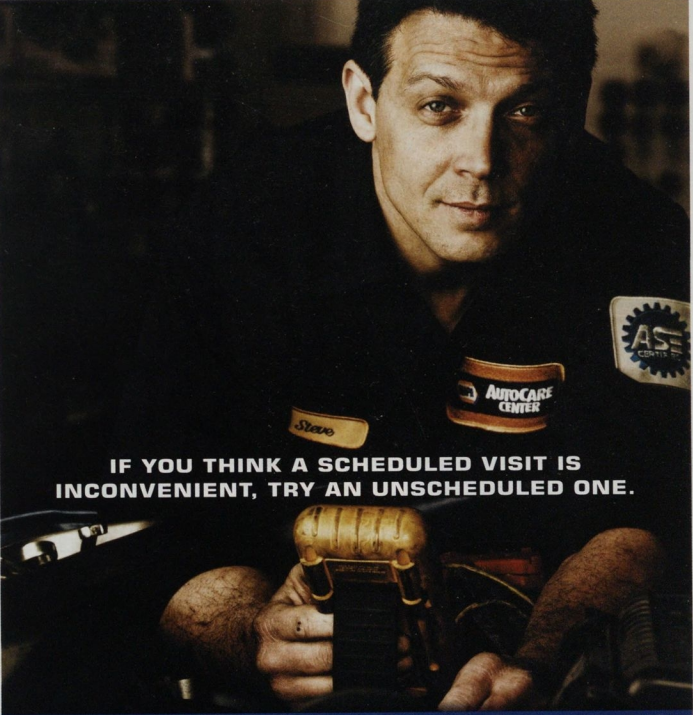
pal building as other Marine companies spread out around town. But over time, the other units were called to duty elsewhere, and Kilo was left to pacify the city on its own. During its daily weapons sweeps and vehicle checks, the unit found dozens of improvised explosive devices (IEDs) rigged to blow up all over town. The insurgents grew bolder: Marines on patrol would go around a corner and then come back an hour later and find two IEDs in a trash can. Read told TIME that Kilo was well led in Fallujah and Haditha. But he says Marine squads sometimes went on patrol without an officer because there were not enough officers to go around.

Read 31, reports that Kilo was the "most human" of the numerous units he was embedded with. "They were never abusive," he said. "There was a certain amount of antagonism and frustration when people didn't cooperate. But it's not like they had KILL 'EM ALL spray-painted on the walls." Most of Kilo's members had at least one Iraqi tour under their belt, Read noted; several had two, and one was working on his third.

What is impossible to know is whether the same lengthy experience that made the Marines more attuned to the challenges of fighting in Iraq also made them more prone to snap if provoked.

As **TIME** reported in March, a 13-man Kilo unit was on patrol in a residential part of Haditha on Nov. 19 when its convoy of four humvees was attacked by an IED. The explosion killed Miguel Terrazas, 20, a beloved member of the unit, who was driving the fourth humvee. Terrazas had a record of being cool under fire. His brother Martin reports that Terrazas once earned a letter of commendation for singling out—and killing—a bombmaking insurgent in a roomful of sleeping children. Another time, from a distance of about 200 yards, he killed an insurgent armed with an AK-47 who was standing next to a boy about age 4. “He was a great shot,” says Martin, “and he had good judgment.”

The mystery of Haditha hinges on whether the others in the unit showed the same kind of sound judgment after Terrazas was killed. As the IED exploded, a taxi carrying five men rolled past the Marine convoy. The taxi stopped, and the men inside got out. The Marines, who suspected that the men were spotters for the IED, ordered them to lie on the ground. When they ran instead, the Marines shot and



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killed them. The unit then swept through four nearby houses, and in the space of the next few hours, killed 19 more people, only one of whom was armed. Among the dead were five women and four children. Could the death of an adored comrade have been enough to turn a few well-trained Marines into cold-blooded murderers? James Crossan, a Marine who was injured by the blast that killed Terrazas, told ABC News, "I can understand because we are pretty much like one family, and when your teammates do get injured and killed, you are going to get pissed off and just rage."

According to official accounts, the rest of Kilo Company's day was routine. It discovered three other IEDs and destroyed them in controlled explosions, and it raided what it believed to be a safe house, detained some men and found roughly 20 Jordanian passports on the premises.

WHO'S RESPONSIBLE?

A TEAM OF INVESTIGATORS FROM NCIS HAS already spent weeks in Haditha unraveling the events of Nov. 19. Khaled Raseef, a spokesman for the victims' relatives and an uncle of some of the children who were killed, says the NCIS agents have visited the houses attacked by the Marines 15 times, taken survivors to one of the homes and performed a re-enactment of the unit's movements. A U.S. military source in Iraq told TIME that investigators have placed the noncommissioned officer in charge of the unit that day, Staff Sergeant Frank Wuterich, 26, in at least two of the houses where the Marines killed Iraqis. Wuterich, who is based at California's Camp Pendleton, the vast Marine base north of San Diego, has not been relieved of duty, say military officials. His lawyer did not return telephone calls.

A separate team of investigators, meanwhile, is focusing on official deception: Did officers in Kilo Company—or further up the chain of command—cover up what happened that day? A Marine communiqué on Nov. 20 claimed that 15 Iraqi civilians had been killed, as Terrazas was, by the IED and that gunmen afterward opened fire on the Marines, who then killed eight insurgents. Only after Iraqi complaints of an atrocity were brought to the military's attention by TIME did the Marines acknowledge that all the Iraqis had died from gunfire. The Marines on April 7 removed two officers in the chain of command—the captain who led Kilo Company and his battalion commander. The corps is braced for the possibility that

Bargewell's probe could go further up the command roster.

Despite the material documenting the carnage of that November morning, proving that the Marines deliberately killed civilians will be a challenge. TIME reported last week that in addition to a videotape made by an enterprising journalism student in the neighborhood the day after the shootings, investigators have found real-time photographs taken by a Marine on patrol the day of the incident. There may also be surveillance tape taken by a military drone that was operating in the area. But prosecuting a criminal case in a court-martial won't be simple. More than six months have passed since the shootings, a lapse of time that defense lawyers will argue has given accusers a chance to alter or coordinate their stories. And there is the question of whether forensic evidence can be obtained that would help the prosecutors prove a charge of premeditated murder. Investigators have asked to exhume the bodies of victims, but families have so far refused. Muslims generally frown on disturbing interred bodies, although some Islamic scholars say exhumation is permissible if it would lead to truth and justice.

CAN IT HAPPEN AGAIN?

WITH THE HADITHA REVELATIONS threatening to fuel antipathy toward U.S. troops, military officials have fanned out across Iraq to rerun all the old drills about rules of engagement for Marine Corps and Army units. Marine Corps rules of engagement require personnel on patrol to follow a four-step procedure to distinguish friend from foe. It's an easy mnemonic: Shout. Show. Shove. Shoot. Marines are trained to stop a suspicious Iraqi at a safe distance of about 400 meters with a shout or a gesture. If that does not work, they should make a show of force with a rifle. If that fails, they should fire a warning shot across the suspect's path. Then they should shoot to kill, if all else fails. That works when there is time for such a deliberate response. But sometimes emotions take over. An Army officer in Iraq put it this way: "We have been here for nearly six months, no days off, 24 hours a day and getting shot at or blown up every day. And when you go to a house where you are pretty certain the people [there] know [where the bad guys are]—it is their neighbor or brother—and they say they don't know anything ... it upsets you. Especially when you have just lost someone. I had it happen to me this morning—went to a house and asked about the guy who I know

The Incident

At 7:15 a.m. on Nov. 19, 2005, a roadside bomb exploded in Haditha, killing Lance Corporal Miguel Terrazas. That night, U.S. Marines took the bodies of 24 Iraqis to a local hospital. What happened that day:



Later raids

Ayed houses (father and son)
Marines leave 10 to 15 women and children under guard and move on to adjoining house, where four men are killed

... And Its Aftermath

THE DAY AFTER

Nov. 20, 2005: U.S. Marines spokesman Captain Jeffrey Pool issues the military's first official report on the incident, noting that "a U.S. Marine and 15 Iraqi civilians were killed yesterday from the blast of a roadside bomb." The same day, Haditha journalism student Taher Thabet videotapes the scene at the homes where the killings had occurred and at the local morgue



COMPENSATION

December 2005: The U.S. military pays \$2,500 per victim to families of 15 of the dead Iraqis. A U.S. officer, Major Dana Hyatt, later confirms he gave out a total of \$38,000.
January 2006: TIME's Tim McGirk obtains a copy of Thabet's videotape from the Hammurabi human-rights group

Sources: U.S. Marine Corps; GlobalSecurity.org; satellite image from Digital Glob



The Chain Of Command

One focus of the investigation is how superior officers reacted to the killings at Haditha by members of Kilo Company of the 3rd Marine Battalion. Here's an overview of how the corps is set up:



INVESTIGATIONS

Feb. 10, 2006: After gathering witnesses' reports, TIME presents Iraqi accounts of the killings to Colonel Barry Johnson, chief military spokesman in Baghdad

Feb. 14, 2006: Lieut. General Peter Chiarelli, commander of U.S.-led forces in Iraq, orders a preliminary investigation by Gregory Watt, an Army colonel in Baghdad

March 3, 2006: Watt concludes that the Marines may have acted inappropriately. He recommends a further investigation

WASHINGTON LEARNS

March 10, 2006: Secretary of Defense Donald Rumsfeld and Chairman of the Joint Chiefs of Staff General Peter Pace are told about the incident

March 11, 2006: The President is told about the killings

March 13, 2006: A Naval Criminal Investigative Service team arrives in Haditha to open an investigation. Marines begin briefing members of Congress about the probe



MATTHEW CANNATAUGH—EPA

PUBLICATION

March 19, 2006: After being given a briefing on the military's probe, TIME publishes its investigation into the Haditha killings on TIME.com.

The next day, the article appears in the March 27, 2006, issue of TIME

March 19, 2006: Chiarelli assigns Major General Eldon Bargewell to investigate the Marines' reporting of information about the incident up the chain of command

April 7, 2006: Three Marine officers are relieved of their command, in part because of actions that may have been related to the Haditha incident

May 17, 2006: Congressman John Murtha, left, briefed on the results of the ongoing internal investigation, says the information demonstrates that U.S. troops killed innocent civilians "in cold blood"

May 31, 2006: Bush promises a full investigation

June 1, 2006: The Iraqi government announces it will launch its own investigation into the incident

Where Kilo Company Fits

How Marine fighting units are organized:

SQUAD

A sergeant leading a dozen Marines with ranks of private first class, lance corporal or corporal

PART OF...

PLATOON

Three squads led by a lieutenant

PART OF...

COMPANY

A group of platoons, commanded by a captain or lieutenant. Kilo is led by a captain

PART OF...

BATTALION

Kilo is one of five companies making up the 3rd Marine Battalion, which is led by a lieutenant colonel

PART OF...

REGIMENT

Four battalions make up the 1st Marine Regiment, which is commanded by a colonel

PART OF...

DIVISION

Four regiments and seven other units make up the 1st Marine Division, which is led by a major general

The Ranks

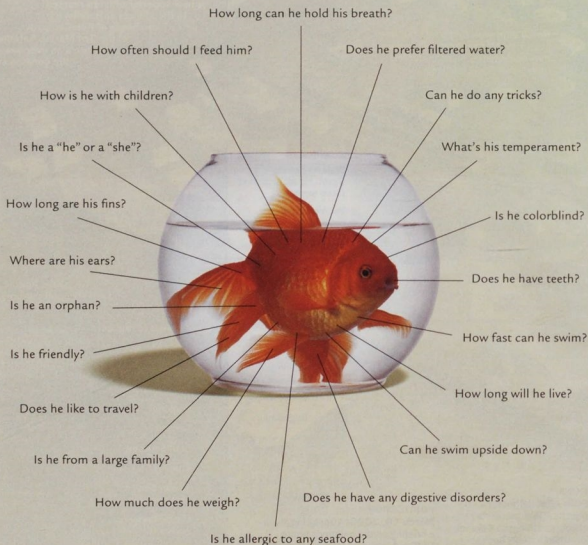
From lowest to highest:

Enlisted	Private
	Private First Class
	Lance Corporal
	Corporal
	Sergeant
	Staff Sergeant
	Gunnery Sergeant
	Master Sergeant
	First Sergeant
	Master Gunnery Sergeant
Noncommissioned officers	Sergeant Major
	Sergeant Major of the Marine Corps ¹
	Warrant officers ²
	Chief Warrant Officer 1 to 5
	Second Lieutenant
	First Lieutenant
	Captain
	Major
	Lieutenant Colonel
	Colonel
Commissioned officers	Brigadier General
	Major General
	Lieutenant General
	General
	General

¹The same grade; title depends on specific responsibilities

²The senior enlisted Marine of the entire Corps, picked by the Commandant of the Marine Corps

³A technical specialist with extensive knowledge of and training with systems or equipment that is beyond the duties of general officers or other personnel. There are five successive grades



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lives next door. Never heard of him. Makes you want to punch his lights out. But that doesn't help either."

Pentagon officials hinted to reporters that they were braced for a rash of other reports of hostile fire by American units on Iraqi civilians. Marine officials tell TIME that they receive on average one complaint a day from Iraqis about U.S. missions that have gone awry. Most don't check out; the military concluded last week that as many as 13 civilians in Ishaqi had not been deliberately killed by U.S. forces in March but rather had died accidentally when a house harboring an insurgent had been demolished. But other accusations do hold up. According to a military source, charges will probably be brought against seven Marines and one Navy sailor for killing an Iraqi civilian in April in the town of Hamadiyah and trying to make the death look like the result of a roadside bomb.

The killings in Haditha and elsewhere have rocked the tightly knit 180,000-member Marine Corps. The Marines are by far the smallest uniformed service and think of themselves as an elite apart from the others. Former Marines across the country took the news of Haditha particularly hard, suggesting on radio call-in

shows that if the allegations are true, the men are simply not real Marines. The Marines went into Iraq with deliberate plans to win the hearts and minds of Iraqis, telling the locals they would find "no better friend" if they cooperated but "no worse enemy" if they did not. Seth Jones, a Rand counterinsurgency analyst, finds the involvement of the Marines in the scandal disturbing. "They have tended to be better able to understand counterinsurgency tactics and the importance of winning popular support—and not just kinetic operations," he says.

At some point, the demands of waging a long, hot guerrilla war with no end in sight can wear down the very best warrior. Military sociologists who have studied soldiers in battle say incidents such as what allegedly happened at Haditha tend to increase as insurgencies go on. Charles Moskos, one of the nation's leading experts on military personnel, said the nature of the Iraqi insurgency, particularly as it enters its fourth year, makes it difficult for soldiers to distinguish friend from foe. "There is a guerrilla group that is being supported by the local populace, and that makes the innocent civilians viewed as part of the bad guys. In these situations of

extreme stress, one can lose one's moral balance," says Moskos.

Pentagon personnel managers have tried to increase the length of time between deployments—most soldiers get 20 months between tours. Pentagon officials say Army units deploy to Iraq for a year and Marines ship out for six months, but units from both services have been known to stay in Iraq longer. Says an Army general: "Are they stressed? Yes. Will it get worse? Yes. Is it affecting their combat ability? Not yet."

Haditha has become one of those Rorschachs of war—a test that makes those who favor a pullout sure that the time for it has come and an episode that makes those who want to stay the course note that the events of Nov. 19 are the exception and not the rule. At least one thing has changed. The Marines in Haditha have become more restrained, slower to fire their weapons, residents say. But something else has not. Marines continue to patrol the neighborhoods, and there are convoys of humvees rolling down Hay al-Sinnai Road practically every day. —*With reporting by Christopher Allbritton/Baghdad, Adam Pitluk/El Paso, Jeremy Caplan, Ramesh Ratnesar and Nathan Thornburgh/New York and Brian Bennett, James Carney, Sally B. Donnelly, Mark Thompson and Douglas Waller/Washington*

The Lost, Lamented Marine

Martin Terrazas Jr. and his younger brother Miguel used to work the counters together at Ben's Tacos, the combination eatery and convenience store owned by their family on Delta Street in El Paso, Texas. For \$3, you get half a dozen tacos; a dollar gets you a combo or a pair of die. It was Terrazas tradition to stand behind the counter at Ben's. Martin and Miguel's father, uncles and cousins worked there, wearing the store uniform, a full-length orange apron. There was another family tradition: the military. Grandfather Jorge is an Army vet. Uncle Luis was a Marine; Uncle Thomas Hance is on his second tour of duty in Iraq. The youngest of the Terrazas brothers, Andres, 14, says he wants to join the Marines. Martin would have joined too, but a bum shoulder kept him out. Miguel died a Marine on Nov. 19. **FAMILY BUSINESS** Terrazas came from a line of soldiers

2005, in the Iraqi town of Haditha.

It was Miguel's death, the result of an improvised explosive device set by insurgents, that appears to have led to the killings now under investigation. Miguel was Martin's best friend, but Miguel had other brothers, the Marines of Kilo Com-

pany. "They were like another family to him," says Martin, who reveled in the stories of Miguel and his military comrades. On nights off from training at Camp Pendleton, Calif., Miguel and his fellow Marines would carouse along the winding alleys of Tijuana, across the border in Mexico. Sometimes Miguel would get lost, especially when the cerveza flowed and the señoritas beckoned. But he always knew to call Martin on a cell phone to let him know where he was, and his comrades would know to call Martin to track down Miguel. Martin says he took an "instant liking" to the boys of Kilo Company.

Miguel also called Martin from Iraq. But the stories from that country were of close calls and near Solomonic decisions. On one occasion, Miguel had to use his rifle to pick off an insurgent who had a young boy standing next to him. He killed the rebel without hurting the boy. On a search-and-destroy mission in Fallujah, Miguel and Kilo Company were on a house-to-house search for insurgents and came across children sleeping next to their parents,

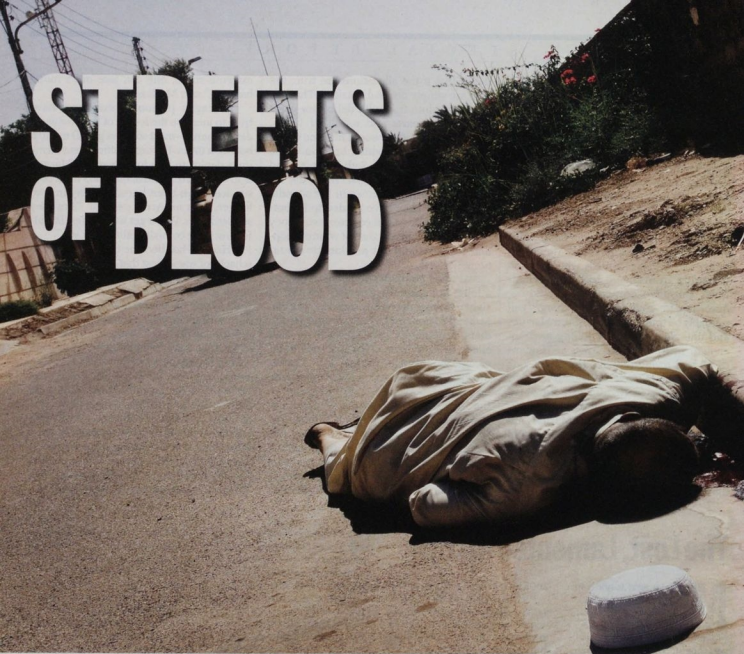
says Martin, "except for this one guy who was working on something in the corner. My brother ordered him to turn around and put his hands up. The man turned and said, 'No, mister, no,' but he kept reaching behind him. So my brother shot him. It turns out that the man was reaching for a remote to detonate four mortars he'd strung together."

Miguel spoke to his brother just days before he died. Martin says Miguel was troubled by something but couldn't go into it over the phone. On Nov. 19, Martin felt ill and threw up; then he received a phone call to head to his grandfather's house. "I knew even before I got there," he says. His grandfather Jorge has a makeshift shrine to Miguel in what was once the young man's bedroom. In it is a quilt the Marines presented to Miguel's family at Camp Pendleton as a tribute to him. "My wife cries all the time now," says the 65-year-old. "It's breaking her heart what they're saying about those Marines." Jorge and his wife don't follow the news much anymore—they think the Marines are being unfairly tried by the media. It makes them feel as if they are losing Miguel over and over again. —*By Adam Pitluk/El Paso*



ARMY—JOHN M. HARRIS

STREETS OF BLOOD



Haditha is focusing attention on civilian deaths at the hands of U.S. troops. But Iraqis have much more to fear from their own

BY APARISIM GHOSH

TO UNDERSTAND JUST HOW BRUTAL THE WAR IN IRAQ HAS BECOME, SPEND A day at work with Sheik Jamal al-Sudani. A Baghdad mortician, he travels to the holy city of Najaf every Friday to bury the capital's unclaimed and unknown dead—the scores of bodies that turn up every day, bearing no identifying characteristics save the method by which they were murdered. On a typical trip to the Wadi al-Salaam cemetery last month, Sheik Jamal and a small band of volunteers unload the grim cargo they have brought 100 miles from the Iraqi capital in an old flatbed truck. Sheathed in powder-blue body bags are the remains of 72 men, many of them bearing signs of terrible torture—holes in the skull made by power drills, mutilated genitals, burns. They are the signature of the shadowy Shi'ite groups that have been kidnapping and murdering hundreds of men and boys, most of them Sunnis, in a campaign that has terrorized Baghdad's neighborhoods.

On any given Friday, Sheik Jamal interres Iraqis killed by roadside bombs (“I can tell how close they were to the blast from the extent of burning and depth of the shrapnel wounds”), execution (“Their hands are usually tied



behind their back, and they've been shot in the head"), garroting and beheading. He buries victims of U.S. air strikes, some of whose bodies have been fused together by the heat of the explosion "so you can't tell which limb belongs to which head." Every now and again, he will get a body bag with charred-black body parts, dismembered by massive explosions. Those are the remains of suicide bombers. "When you explode a bomb strapped to your chest," he says, "it tears up your body in a particular way."

Death comes to Iraq now in many new and terrible forms. Though there is outrage among many Iraqis about the alleged massacre in Haditha last November, the violence on Iraq's streets is so unrelentingly horrific that even the worst atrocities have lost their power to shock. Few Iraqis even know how many people have died by

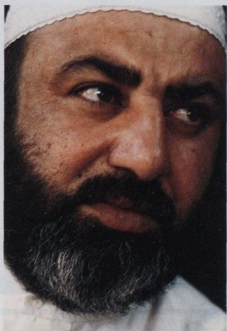
the bullets and bombs. Definitive statistics are impossible to find in a country where the most violent provinces are out of bounds for journalists and human-rights workers, and where the state infrastructure—hospitals, morgues, police stations—is not up to the task of caring for the living, never mind counting the dead. According to the Iraq Body Count project, the most frequently cited source, at least 38,000 Iraqi civilians have been killed since May 1, 2003, when President George W. Bush announced that "major combat operations" had ended. More controversially, a study in the British medical journal *Lancet* in November 2004 put the toll at more than 100,000 since the invasion. Both studies say more than 4 in 10 of those deaths are attributable to U.S. forces.

Certainly in recent months, most of the violence has been Iraqi-on-Iraqi, with civilians being killed by Shi'ite death squads or Sunni insurgents and jihadis. U.S. forces often find themselves trying to prevent Iraqis from killing one another. On the same day that Iraq's Prime Minister Nouri al-Maliki announced that the government would launch an investigation into the 24 Haditha killings and called U.S. attacks against Iraqi civilians "a regular occurrence," at least 18 Iraqis died at the hands of their countrymen. The rate of sectarian killings has escalated sharply since the Feb. 22 bombing of a major Shi'ite shrine in Samarra. In Baghdad alone, morgue officials say they have received at least 3,500 bodies since the bombing. Some of those officials have told *TIME* they routinely understated the toll because of political pressure from the interim Iraqi government to deny that the capital was in the throes of a civil war.

How do Iraqis make sense of the carnage? For many, the only way to cope is to block out the daily reports of civilian deaths—such as the story of U.S. troops' opening fire last week on a car carrying two women, or of Islamic extremists gunning down a tennis coach and two of his players last month for wearing shorts. Iraqis honed their imperviousness to atrocity under Saddam Hussein, when the regime killed hundreds of thousands of Iraqi citizens. But the sheer numbers of victims from this war has deepened the desensitization. That may explain why the debates about the overall death toll don't seem to resonate with many Iraqis. "What is the use of numbers?" asks Mithal Alussi, a secular, independent member of the Iraqi Parliament. "When you reach a point when every Iraqi can say that a member of his family or a

close friend was killed, then statistics don't matter anymore. You don't need numbers to tell you it's a national catastrophe."

The Iraqi media had little interest in the Haditha story until last week, when it emerged that the Marines involved were likely to be punished. When *TIME*'s first Haditha story ran in March, it was picked up by most of the Arab TV stations beaming into Iraq, but the local channels and newspapers repeated it with no comment or further reporting of their own. A senior Western diplomat who monitors the Iraqi media was surprised: "They treated it as



GRIM BUSINESS U.S. soldiers prepare to collect a shooting victim, left, ignored by Baghdad police. Mortician Sheikh Jamal al-Sudani buries the city's unclaimed dead

just another atrocity, nothing special." There is one other explanation: Iraqis take it for granted that the military—any military—will mistreat and murder civilians. After all, that's how their own soldiers behaved for decades. They expected no different from the Americans, so there was a built-in propensity to believe that many, or most, Iraqis killed by U.S. forces were innocent victims of oppression. That is especially true in the Sunni triangle, but many Shi'ites believe it too, especially those who follow the radical anti-American cleric Muqtada al-Sadr. The Abu Ghraib scandal merely confirmed what they had suspected all along, that George Bush's soldiers were no different from Saddam's. Haditha was simply more of the same. But the possibility that Americans may be punished for killing Iraqis—that, at least, is new. Sad-

The Tightrope Walker

Few politicians owe as much to another country's government as Nouri al-Maliki owes to the Bush Administration. In April, strong U.S. backing catapulted al-Maliki into his job as Iraq's Prime Minister after a two-month impasse over the nomination of his predecessor, Ibrahim al-Jaafari. Sunni and Kurdish politicians say U.S. Ambassador Zalmay Khalilzad leaned heavily on them to back al-Maliki. "Khalilzad made it clear there was only one man on Washington's wish list," a senior Kurdish leader told TIME on condition of anonymity. "Al-Maliki cannot have any doubts about why he got the job."

And so it was slightly surprising last week to watch al-Maliki appear to bite the hand that made him. In an unexpectedly angry response last week to questions about the Haditha slayings, al-Maliki accused U.S. forces of misconduct even beyond the actions of the Marines last Nov. 19.

"This is a phenomenon that has become common among many of the multinational forces," he said. "No respect for citizens, smashing civilian cars and killing on a suspicion or a hunch. It's unacceptable." Iraqis saw in al-Maliki's outburst a bid to counter the perception that he

is Washington's stooge. "Maybe he feels he needs to show he doesn't take orders from the American embassy," says Mithal Alussi, one of the few members of Parliament not aligned with any of the power blocs in al-Maliki's national-unity government.

For the moment, U.S. officials are downplaying al-Maliki's tough talk. "The comments from Prime Minister al-Maliki are expected and understood," says a senior adviser to President Bush. Indeed, al-Maliki's remarks may have been intended less for the U.S. government than for members of his own. Haditha is in the restive, Sunni-dominated Anbar province, and al-Maliki

needs the support of Sunni politicians just to keep his government functioning. Ayad Jamaluddin, a secular member of Parliament, says al-Maliki's task is "to pilot a plane in which every single passenger has a different destination."

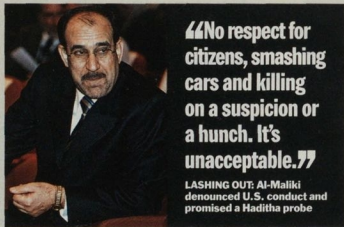
Al-Maliki, 56, is an unlikely unifier. In his previous job as spokesman for al-Jaafari's Islamic Dawa Party, he was known as a Shi'ite partisan. But he gained the trust of some Sunni politicians during last year's tortured negotiations over Iraq's constitution, when he was one of several politicians who helped cobble together a temporary compromise with Sunni and Kurdish groups.

And yet despite being the candidate least objectionable to both Washington and Iraq's feud-

ing parties, al-Maliki comes to the job with considerable liabilities. For one, he lacks a public profile. Most Iraqis had not heard of him when he was named a candidate for al-Jaafari's job. More damaging is the fact that his party is allied with powerful Shi'ite groups that control the very militias he says he wants to crush. Criticizing U.S. troops will help him gain some street cred—if Iraqis believe he is serious. In the 10 weeks since the Haditha incident was made public, he showed little interest in the alleged massacre—until his outburst last week.

But the real test of his resolve will come in the Shi'ite heartland city of Basra. Before he spoke out on Haditha, the Prime Minister's anger was directed at the city's warring Shi'ite gangs. Promising to use "an iron fist" against them, al-Maliki declared a state of emergency in the city. But it will take more than rhetoric to bring the gangs to heel. They too are connected to Shi'ite parties and militias, and the local security forces that are expected to enforce the emergency are infiltrated by partisans.

If he hopes to bring order back to Basra, al-Maliki may well have to turn to the very coalition troops he was lambasting last week. —By Aparisim Ghosh/Baghdad



“No respect for citizens, smashing cars and killing on a suspicion or a hunch. It’s unacceptable.”

LASHING OUT: Al-Maliki denounced U.S. conduct and promised a Haditha probe

dam's soldiers were rarely brought to justice for their crimes.

And yet it is a sign of Iraqis' utter mistrust of the leaders who have replaced Saddam that anger over Haditha has been directed as much toward the Iraqi government as toward U.S. troops. Like many Iraqis across the country, the survivors accuse their elected leaders of cocooning themselves in a highly fortified Baghdad enclave, with little thought for the plight of their countrymen. "The concrete walls of the Green Zone are too high, so they can't see what's happening to us," says Khaled Raseef, the spokesman for the Haditha victims' kin. Whatever they think of the Marines, Raseef says he was impressed with the thoroughness with which the U.S. military has investigated the killings. As of last week, he says, nobody from the Iraqi government had contacted him for an account of what happened.

Sheik Jamal's views on the Americans

are not hard to divine—in his spare time he's a volunteer in al-Sadr's office in Baghdad's Sadr City neighborhood. But his take on the Haditha killings is purely practical: the local morgue dealt with those bodies, and they were all claimed by family members, so they aren't his problem. He has more pressing concerns. The escalation of killings in Baghdad puts him under tremendous financial strain: he makes his living as a professional mortician but receives no payment for burying unclaimed bodies, which he sees as a religious duty. He estimates that each body he buries costs him \$20, including the price of the body bag, the coarse white cotton shroud, gravediggers' fees, transportation costs and the grave itself. Recently, he's taken to burying two bodies in each grave.

Money is only one of his problems. The Friday trips to Najaf are fraught with danger. The road from Baghdad runs through some of the most lawless parts of Iraq,

where criminals routinely kill commuters to take their cars and terrorists have been known to attack funeral corteges. Sheik Jamal says his weekly convoy—one truck and several carloads of volunteers—has never been attacked, a fact he attributes to divine intervention. "It's God's work, and he finds a way for us to do it," he says.

It's late in the morning at the Wadi al-Salaam cemetery by the time Sheik Jamal and his volunteers have completed their grim mission. The 72 bodies have been sprayed with disinfectant, wrapped in shrouds and buried. Sheik Jamal thanks the gravediggers, shaking their hands. "I will be in touch," he says. "I'll call and let you know how many [graves] we need next week." Stretching out into the desert, the graveyard is unlikely to run out of space. And since the killings of Iraqis show no sign of slowing, Sheik Jamal will not run out of bodies either. —With reporting by Yasser al-Ali/Najaf and Assad Azawi/Baghdad

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Although erections lasting for more than four hours may occur rarely with all ED treatments in this drug class, to avoid long-term injuries, it is important to seek immediate medical help.

In rare instances, men taking PDE5 inhibitors (oral erectile dysfunction medicines, including VIAGRA) reported a sudden decrease or loss of vision. It is not possible to determine whether these events are related directly to these medicines or to other factors. If you experience sudden decrease or loss of vision, stop taking PDE5 inhibitors, including VIAGRA, and call a doctor right away.

The most common side effects of VIAGRA are headache, facial flushing, and upset stomach. Less common are bluish or blurred vision, or being sensitive to light. These may occur for a brief time. Remember to protect yourself and your partner from sexually transmitted diseases.

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PATIENT SUMMARY OF INFORMATION ABOUT

VIAGRA[®]

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This summary contains important information about VIAGRA[®]. It is not meant to take the place of your doctor's instructions. Read this information carefully before you start taking VIAGRA. Ask your doctor or pharmacist if you do not understand any of this information or if you want to know more about VIAGRA.

This medicine can help many men when it is used as prescribed by their doctors. However, VIAGRA is not for everyone. It is intended for use only by men who have a condition called erectile dysfunction. VIAGRA must never be used by men who are taking medicines that contain nitrates of any kind, at any time. This includes nitroglycerin. If you take VIAGRA with any nitrate medicine your blood pressure could suddenly drop to an unsafe or life threatening level.

• What Is VIAGRA?

VIAGRA is a pill used to treat erectile dysfunction (impotence) in men. It can help many men who have erectile dysfunction get and keep an erection when they become sexually excited (stimulated).

You will not get an erection just by taking this medicine. VIAGRA helps a man with erectile dysfunction get an erection only when he is sexually excited.

• How Sex Affects the Body

When a man is sexually excited, the penis rapidly fills with more blood than usual. The penis then expands and hardens. This is called an erection. After a man is done having sex, this extra blood flows out of the penis back into the body. The erection goes away. If an erection lasts for a long time (more than 6 hours), it can permanently damage your body. You should call a doctor immediately if you ever have a prolonged erection that lasts more than 4 hours.

Some conditions and medicines interfere with this natural erection process. The penis cannot fill with enough blood. The man cannot have an erection. This is called erectile dysfunction if it becomes a frequent problem.

During sex, your heart works harder. Therefore sexual activity may not be advisable for people who have heart problems. Before you start any treatment for erectile dysfunction, ask your doctor if your heart is healthy enough to handle the extra strain of having sex. If you have chest pains, dizziness or nausea during sex, stop having sex and immediately tell your doctor you have had this problem.

• How VIAGRA Works

VIAGRA enables many men with erectile dysfunction to respond to sexual stimulation. When a man is sexually excited, VIAGRA helps the penis fill with enough blood to cause an erection. After sex is over, the erection goes away.

• VIAGRA Is Not for Everyone

As noted above (How Sex Affects the Body), ask your doctor if your heart is healthy enough for sexual activity.

If you take any medicines that contain nitrates – either regularly or as needed – you should never take VIAGRA. If you take VIAGRA with any nitrate medicine or recreational drug containing nitrates, your blood pressure could suddenly drop to an unsafe level. You could get dizzy, faint, or even have a heart attack or stroke. Nitrates are found in many prescription medicines that are used to treat angina (chest pain due to heart disease), such as:

- nitroglycerin (sprays, ointments, skin patches or pastes, and tablets that are swallowed or dissolved in the mouth)
- isosorbide mononitrate and isosorbide dinitrate (tablets that are swallowed, chewed, or dissolved in the mouth)

Nitrates are also found in recreational drugs such as amyl nitrate or nitrite ("poppers"). If you are not sure if any of your medicines contain nitrates, or if you do not understand what nitrates are, ask your doctor or pharmacist.

VIAGRA is only for patients with erectile dysfunction. VIAGRA is not for newborns, children, or women. Do not let anyone else take your VIAGRA. VIAGRA must be used only under a doctor's supervision.

• What VIAGRA Does Not Do

- VIAGRA does not cure erectile dysfunction. It is a treatment for erectile dysfunction.
- VIAGRA does not protect you or your partner from getting sexually transmitted diseases, including HIV – the virus that causes AIDS.
- VIAGRA is not a hormone or an aphrodisiac.

• What To Tell Your Doctor Before You Begin VIAGRA

Only your doctor can decide if VIAGRA is right for you. VIAGRA can cause mild, temporary lowering of your blood pressure. You will need to have a thorough medical exam to diagnose your erectile dysfunction and to find out if you can safely take VIAGRA alone or with your other medicines. Your doctor should determine if your heart is healthy enough to handle the extra strain of having sex.

Be sure to tell your doctor if you:

- have ever had any heart problems (e.g., angina, chest pain, heart failure, irregular heart beats, heart attack or narrowing of the aortic valve)
- have ever had a stroke
- have low or high blood pressure
- have ever had severe vision loss
- have a rare inherited eye disease called retinitis pigmentosa
- have ever had any kidney problems
- have ever had any liver problems
- have ever had any blood problems, including sickle cell anemia or leukemia
- are allergic to sildenafil or any of the other ingredients of VIAGRA tablets

- have a deformed penis, Peyronie's disease, or ever had an erection that lasted more than 4 hours
- have stomach ulcers or any types of bleeding problems
- are taking any other medicines

• VIAGRA and Other Medicines

Some medicines can change the way VIAGRA works. Tell your doctor about any medicines you are taking. Do not start or stop taking any medicines before checking with your doctor or pharmacist. This includes prescription and nonprescription medicines or remedies:

- Remember, VIAGRA should never be used with medicines that contain nitrates (see VIAGRA Is Not for Everyone).
- If you are taking alpha-blocker therapy for the treatment of high blood pressure or prostate problems, you should not take a dose of greater than 25 mg of VIAGRA at the same time (within 4 hours) as you take your dose of alpha-blocker.
- If you are taking a prostate inhibitor, your dose may be adjusted (please see Finding the Right Dose for You).
- VIAGRA should not be used with any other medical treatments that cause erections. These treatments include pills, medicines that are injected or inserted into the penis, implants or vacuum pumps.

• Finding the Right Dose for You

VIAGRA comes in different doses (25 mg, 50 mg and 100 mg). If you do not get the results you expect, talk with your doctor. You and your doctor can determine the dose that works best for you.

- Do not take more VIAGRA than your doctor prescribes.
- If you think you need a larger dose of VIAGRA, check with your doctor.
- VIAGRA should not be taken more than once a day.

If you are older than age 65, or have serious liver or kidney problems, your doctor may start you at the lowest dose (25 mg) of VIAGRA. If you are taking prostate inhibitors, such as for the treatment of HIV, your doctor may recommend a 25 mg dose and may limit you to a maximum single dose of 25 mg of VIAGRA in a 48 hour period. If you are taking alpha-blocker therapy, you should not take a dose of greater than 25 mg of VIAGRA at the same time (within 4 hours) as your dose of alpha-blocker.

• How To Take VIAGRA

Take VIAGRA about one hour before you plan to have sex. Beginning in about 30 minutes and for up to 4 hours, VIAGRA can help you get an erection if you are sexually excited. If you take VIAGRA after a large meal (such as a cheeseburger and french fries), the medicine may take a little longer to start working. VIAGRA can help you get an erection when you are sexually excited. You will not get an erection just by taking the pill.

• Possible Side Effects

All medicines VIAGRA can cause some side effects. These effects are usually mild to moderate and usually don't last longer than a few hours. Some of these side effects are more likely to occur with higher doses. The most common side effects of VIAGRA are headache, flushing of the face, and upset stomach. Less common side effects that may occur are temporary changes in color vision (such as trouble telling the difference between blue and green objects or having a blue color tinge to them), eyes being more sensitive to light, or blurred vision.

In rare instances, men taking PDE5 inhibitors (oral erectile dysfunction medicines, including VIAGRA) reported a sudden decrease or loss of vision in one or both eyes. It is not possible to determine whether these events are related directly to these medicines, to other factors such as high blood pressure or diabetes, or to a combination of these. If you experience sudden decrease or loss of vision, stop taking PDE5 inhibitors, including VIAGRA, and call a doctor right away.

In rare instances, men have reported an erection that lasts many hours. You should call a doctor immediately if you ever have an erection that lasts more than 4 hours. If not treated right away, permanent damage to your penis could occur (see How Sex Affects the Body).

Heart attack, stroke, irregular heart beats, and death have been reported rarely in men taking VIAGRA. Most, but not all, of these men had heart problems before taking this medicine. It is not possible to determine whether these events were directly related to VIAGRA.

VIAGRA may cause other side effects besides those listed on this sheet. If you want more information or develop any side effects or symptoms you are concerned about, call your doctor.

• Accidental Overdose

In case of accidental overdose, call your doctor right away.

• Storing VIAGRA

Keep VIAGRA out of the reach of children. Keep VIAGRA in its original container. Store at 25°C (77°F); excursions permitted to 15°-30°C (59°-86°F) (see USP Controlled Room Temperature).

• For More Information on VIAGRA

VIAGRA is a prescription medicine used to treat erectile dysfunction. Only your doctor can decide if it is right for you. This sheet is only a summary. If you have any questions or want more information about VIAGRA, talk with your doctor or pharmacist, visit www.viagra.com, or call 1-888-4VIAGRA.



U.S. Pharmaceuticals

**BEFORE
HE WAS A #1
BESTSELLING
NOVELIST, HE
WAS A CRIME
REPORTER.**

BY THE BESTSELLING AUTHOR THE LONDON LANCER

**MICHAEL
CONNELLY
CRIME BEAT**

A DECADE OF COVERING COPS & KILLERS

**Read the
explosive
true stories
that started
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Special thanks to Eric Clapton, EIF's Ambassador for its National Arts and Music Education Initiative supported by the Mercedes-Benz Drive Your Future Performance Awards.

Supporting arts and music education isn't a solo act.

That's why Eric Clapton has joined the Entertainment Industry Foundation and Mercedes-Benz in an effort to support arts and music education for students. A portion of the proceeds from the sale of 750 Premier Edition GL-Class vehicles—featuring a unique styling combination—will be donated to EIF's National Arts

and Music Education Initiative, including support to Grammy Camp,[™] as part of the Mercedes-Benz Drive Your Future Performance Awards. Additional funds will establish Drive Your Future scholarships for students majoring in music, theater, dance and film. For more information, visit MBUSA.com/driveperformance.



Rules of Engagement

FORUM Four experts explore when combat becomes a massacre—especially in a guerrilla war—and who shares the blame

PHILIP CAPUTO

INCIDENTS LIKE THIS ARE NOT just likely; they're inevitable in insurgencies. They happened in Vietnam and even to the British, who committed atrocities during the American Revolution. They happen because one of the things an insurgent does is attack the counterinsurgent's state of mind. The insurgent makes the counterinsurgent feel constantly insecure, constantly scared and constantly unaware of who or where the enemy is. The guy fighting the insurgent often feels lost in a hostile sea.

One of the reasons I wrote the Vietnam memoir *A Rumor of War* was to show how that kind of war can bring out a psychopathic streak in men of otherwise normal behavior and impulses. When a soldier is fighting guerrillas, he can often feel like a helpless victim. I imagine that must be especially true in Iraq with these roadside bombs. After a while, that's got to bring out a killer instinct in even the best troops. And soldiers in combat get very close to one another. That's one of the saving graces of battle, but it can work against you if the loss of a beloved comrade drives a soldier to go over the edge and seek revenge.

A former Marine lieutenant, Caputo is the author most recently of the novel Acts of Faith

GARY SOLIS

SOME BATTLEFIELD ACTS ARE SO clearly contrary to the training and ethos of Marines and all service members that they remain unacceptable in any circumstance. A basic law of war

is that noncombatants may never be purposely targeted. Today's Marine is better educated, better trained and better led than ever before. Marines of all ranks are aware of the standards of battlefield conduct. Yet there apparently was a disregard of those standards by a very few. Even in



GIMME FIVE A Marine plays with a child in Mosul in September. After Haditha, it may be even more difficult to build trust with Iraqis

a combat zone, one can commit murder, and Haditha looks like such a case.

But never forget the thousands of Marines, many on their third and fourth tours, whose conduct on this most treacherous of battlefields has been not just honorable, but selfless and heroic. And even if proved, Haditha is no My Lai, with its victims in the hundreds, attendant sexual crimes, direct officer involvement and high-level cover-up by a dozen officers, including colonels and generals.

A lawyer and former Marine lieutenant colonel who served in Vietnam, Solis has taught courses in the law of war at West Point and Georgetown University

REUEL MARC GERECHT

TO THEIR CREDIT, MODERN Western democracies feel shame in combat more profoundly than other countries. We have done terrible things—in World War II, the Korean War, Vietnam and now, it strongly appears, in Haditha in Iraq. These dark moments—indiscriminately bombing German civilians in World War II, mowing down Vietnamese peasants at My Lai—do not necessarily diminish the rightness of the cause for which we fight. For Americans, in whom isolationism runs deep, it is perhaps reflexive to feel

sectarian militiamen who live to slaughter innocent civilians and Iraq's chance for a more humane, democratic future. President Bush, Secretary of Defense Donald Rumsfeld and their General John Abizaid, not any Marines at Haditha who ran amuck, are responsible for this far darker tragedy.

A former Middle East specialist at the CIA, Gerecht is a resident fellow at the American Enterprise Institute in Washington

WESLEY CLARK

IF THE HADITHA REPORTS ARE true, there can be no excuse. Not stress. Not anger. Not frustration. But this incident raises more disturbing questions. Have there been other such incidents? Does it indicate progressive decay in the standards of discipline in our forces? On top of Abu Ghraib, what moral authority do our forces retain? Can we recover our standing in the eyes of the Iraqis? And what will the ramifications of this incident be for U.S. power worldwide?

In war, terrible fears and passions are unleashed, with often unpredictable consequences. But military leaders know this—and they are charged with accomplishing the mission and protecting the troops, all without sacrificing our values. They'll do their best, even to accomplish the impossible. It's up to our political leaders to task them and give them the resources and to know and respect our limitations. And so Haditha must be a clear warning to the politicians: the window for effective U.S. action is almost closed; don't break our forces trying to salvage a failing mission when we've got more to do elsewhere.

Clark, a retired four-star general and former NATO commander, heads the political-action committee WesPAC

revulsion and want to withdraw from conflicts and commitments where young Americans can do evil things.

Truth be told, however, if American forces were more aggressively engaged in a real counterinsurgency campaign in Iraq—where our primary objective would be to secure Iraqis and their homes from insurgent and sectarian threat—we would have seen more American abuses. Successful counterinsurgencies are always ugly and morally challenging. What is so sad in Iraq is that the civilian losses caused by the U.S. are not compensated by a larger American military effort to secure the country from holy warriors, insurgents and

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RAHM EMANUEL

Campaigning in Seattle, the man in charge of winning the House for Democrats steers toward the center



WHOSE PARTY IS IT

The Democrats have a fighting chance to win the House this November, but

By **MIKE ALLEN** and **PERRY BACON JR.**



DARCY BURNER KNEW THAT prospective Democratic candidates sometimes left in tears after meeting Representative Rahm Emanuel of Chicago, who heads

the party's efforts to recapture the House and was the one-man screening committee for recruits. Burner, an alumna of Harvard and Microsoft, didn't cry. But she found the wiry former Clinton Administration official as ruthless as any corporate chieftain she had known, as he went down a checklist of questions, including one at the top he had written to himself: Is she worth the investment of my time and the committee's money?

"Apparently, it didn't occur to him that

I could read upside down," Burner recalls. Or maybe he didn't care. Either way, at the end of all his queries about polls and consultants and budgets, she asked him, "How are we doing on No. 1?"

"The jury is still out," Emanuel said with studied bluntness.

Burner, who wanted to run in a district that stretches from wealthy Seattle suburbs to farmland at the base of Mount Rainier, passed muster. Now the two are bonded on a historic adventure—the Democrats' increasingly promising quest to evict Republicans from the leadership suites they have occupied for the past dozen years. "This Microsoft mom is going to be part of us taking back the Congress," Emanuel said hoarsely at a rally in a Mercer Island, Wash., community center last week.

Equal parts coach, babysitter and disciplinarian, Emanuel, 46, has groomed Burner and 21 other varsity challengers—seven more than the number of seats that Democrats need to take control of the House. But Emanuel, a lifelong control freak, has a problem that could trip him at the finish line. Although he'll be the one taking the victory lap or the blame, it's not only his Democratic Party. His title is chairman of the Democratic Congressional Campaign Committee (DCCC)—the "D triple C," as it is known. The national party chairman is Howard Dean, former presidential candidate and Vermont Governor, who has not exactly muted his self-conscious liberalism in the job, even while Emanuel and his star pupils are trying hard to hug the middle. Emanuel even bought radio ads on Christian

ALAN KATZ—POLARIS FOR TIME

radio stations recently, perhaps partly as a stunt but also to remind Reagan Democrats that they used to be Democrats.

A constitutional amendment to ban gay marriage is scheduled for a vote in the Senate this week, and congressional Democrats are mostly downplaying the issue, saying the country has bigger problems to worry about. Dean, however, issued a proclamation saluting Pride Month for "lesbian, gay, bisexual and transgender individuals" and lionizing the early gay advocates who stood up for themselves in June 1969 at the Stonewall Inn. On Friday and Saturday, gay-rights messages took up much of the valuable real estate of the Democratic National Committee's home page, which warned Republicans, "Don't Trample on LGBT Americans for Partisan Gain." "Wow!" exclaimed a shocked House Democratic official. "That's way off our message."

You would think victory for the party might depend on the sort of unity that until recently seemed instinctive for the Bush Republicans. But hunger for a November landslide has not kept Democrats from flying off in a variety of ideological and strate-

gic directions even as the G.O.P. was faltering. At a time when Democratic House candidates are finding that spending restraint resonates among voters and are running on fiscal discipline, many Democrats continue to support the President's deficit spending. Democrats were so split over Iraq that House minority leader Nancy

HOWARD DEAN

The Democratic chairman has spread money to all 50 states instead of hoarding it



NANCY WILSON/GETTY

Pelosi couldn't settle on any national leader to give the party's response to President George W. Bush's State of the Union address last winter. She instead turned to a brand-new Governor, Tim Kaine of Virginia, who was better known for his views on traffic and suburban sprawl than on national security.

Democrats lately recognize the perils of entropy and have started taking steps to fix it. Democratic leaders told *TIME* that in coming weeks, the party will coalesce around several working-class issues, including raising the minimum wage and increasing student loans, which the leaders believe will appeal to voters concerned about values. Emanuel's candidates will sign on to a "Six in '06" list of issues with a populist theme. Dean, who says the party should appeal to Evangelicals, will echo those working-class ap-

peals this fall with a push on values. And Pelosi has promised that bills along those lines will be the first the House would take up if Democrats won a majority. But that unity push won't eliminate some of the tensions that have existed between Emanuel and others leading the push for a takeover of the House. Democrats worry about the long-term consequences for the party if Pelosi—whom Republicans call a San Francisco liberal but whose aides prefer to describe as a "churchgoing mother of five, grandmother of five"—becomes the public face of the majority. Allies of Pelosi, who put Emanuel in his campaign job, say that if the Democrats take over, he could become whip, the third-ranking leader. Several Democrats familiar

with House sentiment speculate that if the party wins big, members might decide to be bold and pass over her for a Speaker Emanuel, which has a nice ring. (Says Emanuel: "She will be the leader. Not interested.")

So the relationship between Emanuel and Pelosi, friendly but never warm, is fraught with intrigue. Leaders of the House's black and Hispanic caucuses recently got so fed up with Emanuel over his reluctance to hire minority consultants for the fall campaign that they appealed to Pelosi to intervene, and she is working on brokering a truce. Still, Emanuel and Pelosi have come together to try to persuade Dean to stop spending so much money—for consultants and an average of four

ANYWAY?

divisions among party leaders may stand in their way

NANCY PELOSI

The House Democratic leader, fund raising in San Diego last week, gives the party a liberal face



ROBERT GALAN/REUTERS FOR TIME

INSIDE THE PARTY'S MIDTERM PLAYBOOK

Democrats think Americans are eager for change in Washington, so they have looked for candidates who might seem different to voters. The party's roster includes lots of women, veterans and a former NFL quarterback



▲ **MARY JO KILROY**
Running in the Columbus, Ohio, area, the longtime county commissioner is trying to upset Deborah Pryce, the Republicans' No. 4 leader in the House



▲ **TAMMY DUCKWORTH**
The National Guard pilot, here with Senator Dick Durbin, is running in the Chicago suburbs. Her legs were amputated after a helicopter accident in Iraq



▲ **HEATH SHULER**
The former NFL quarterback was hotly courted by Democrats. He's tied in the polls against a longtime G.O.P. incumbent in a North Carolina race

organizers and communicators in each of the 50 states. Pelosi and Emanuel want to do what the Republican National Committee is doing—husband the money so it can be pumped in massive quantities into tough but winnable races in the final months.

"My big thing is, come August, September, October, this is a resources game," Pelosi told Time late one night after a day of West Coast fund raising. He was a bit more direct after a recent meeting he had with Dean to discuss the matter. Emanuel cursed and stormed out to go to the floor and vote, according to witnesses. "I wish the Democratic divisions could go away," Pelosi said when asked about the Dean dispute. "There's so much at stake here."

Democrats do not complain about the amount Dean is raising, just that he is spending too fast. At the end of April, his committee had \$9 million on hand and the Republican National Committee had \$48 million. In an interview from Oregon, Dean defended his approach with the simple logic that what the Democrats had been doing was not working and said he has a responsibility to think beyond '06. "There hasn't been a long-term business plan for a

long time," he said. "We're going to win some races in places people don't expect with this 50-state strategy."

But that strategy runs counter to the highly tactical approach that Emanuel has pursued, which is to pick winnable districts and candidates who can win them. Looking to beat popular G.O.P. incumbents, Emanuel has sought out people who break the mold of the white male state legislators who generally run for Congress. He has enough female candidates running in key races that if the Democrats take over, there's sure to be a spate of Year of the Woman stories.

Heath Shuler, an ex-NFL quarterback who lives in North Carolina, resisted Emanuel's entreaties because, Shuler said, he was worried that a race would stop him from spending time with his family. Emanuel started barraging Shuler with several phone calls a day last summer, leaving messages like, "Heath, Rahm. I'm taking my kids to day care." The implication: You can do it too. Shuler signed up for the race, and polls show he's already even with Republican Charles Taylor in the Asheville district. Emanuel's army includes a sheriff, a former FBI agent and several Iraq war veterans, including Tammy Duckworth, a

NATION

National Guard pilot who lost both legs when a grenade exploded in her helicopter in Iraq.

Each week the DCCC brands one congressional Republican the "Rubber Stamp of the Week," to mock fervent support for President Bush, and holds a conference call with reporters in the member's district to hammer the point home. "Our rapid-response operation is presidential timber," Emanuel brags.

In April, when the DCCC found out that Representative Richard Pombo, a Republican from Northern California, was attending a Houston fund raiser organized by energy lobbyists while gas prices continued to shoot up, the committee quickly alerted local reporters, leading to headlines like **ENERGY LOBBYISTS FUEL POMBO** in the San Francisco *Chronicle*. Many of these ideas come from Emanuel, who emerges from a predawn swim at his YMCA in Washington each morning and soon starts barking out orders to his aides.

"I don't need an alarm clock anymore," says David Axelrod, a Chicago political strategist who consults for the House campaign.

Emanuel sends cheesecakes from the famed Chicago bakery Eli's to show his appreciation to donors and recruits. But last year he cut off use of the phone lines at the DCCC for House Democrats who fail to pay their dues to the campaign committee, which can run from around \$100,000 to \$600,000 depending on seniority. The DCCC is one of the few physical places those politicians can use to raise cash during work hours, as they are barred from making the calls from their offices, so many Democrats are miffed by the threat of another crackdown. Candidates who are getting lots of money from Emanuel's committee have to sign formal agreements that they will bring in enough on their own to compete in the district and get attention in local media—something Emanuel calls "M-squared," for money and message.

Shuler, the quarterback who had never run for office, hears from Emanuel as often as once a week. "So how much money have you raised today?" Emanuel asks, often barely greeting Shuler before getting to the question. "We don't need pronouns, adjectives or verbs," says Emanuel. "They know why we're calling." —With reporting by Eli Sanders/Seattle and Michael Duffy/Washington

FOSAMAX PLUS D

(alendronate sodium/cholecalciferol) tablets

Read the patient information before you start taking FOSAMAX PLUS D®. Also, read the leaflet each time you refill your prescription, just in case anything has changed. This leaflet does not take the place of discussions with your doctor about your medical condition or treatment. You and your doctor should discuss FOSAMAX PLUS D when you start taking your medicine and at regular checkups.

What is the most important information I should know about FOSAMAX PLUS D?

- You must take FOSAMAX PLUS D exactly as directed to help make sure it works and to help lower the chance of harmful side effects.
- Choose the day of the week that best fits your schedule. Every week, take 1 FOSAMAX PLUS D tablet on your chosen day.
- After getting up for the day and before taking your first food, drink, or other medicine, swallow your FOSAMAX PLUS D tablet with a full glass (8-8 oz) of plain water only.

Do not take FOSAMAX PLUS D with:

- Mineral water
- Coffee or tea
- Juice
- Do not chew or suck on a tablet of FOSAMAX PLUS D.
- After swallowing your FOSAMAX PLUS D tablet, do not lie down – stay fully upright (sitting, standing, or walking) for at least 30 minutes. Do not lie down until after your first food or drink. This will help the FOSAMAX PLUS D tablet reach your stomach quickly and help reduce the chance that FOSAMAX PLUS D might irritate your esophagus, the tube that connects your mouth with your stomach.
- After swallowing your FOSAMAX PLUS D tablet, wait at least 30 minutes before taking your first food, drink, or other medicine of the day, including antacids, calcium, and other supplements and vitamins. FOSAMAX PLUS D is effective only if it is taken when your stomach is empty.
- Do not take FOSAMAX PLUS D at bedtime or before getting up for the day.
- If you have chest pain, new or worsening heartburn, or have trouble or pain when you swallow, stop taking FOSAMAX PLUS D and call your doctor.

Some patients may need more vitamin D than is in FOSAMAX PLUS D. Your doctor may recommend additional vitamin D supplementation.

What is FOSAMAX PLUS D?

FOSAMAX PLUS D is a prescription medicine that contains alendronate sodium (Fosamax D, cholecalciferol) as the active ingredients.

FOSAMAX PLUS D provides a week's worth of vitamin D, (2800 IU). The Daily Value is 400 IU.

FOSAMAX PLUS D is used for:

- The treatment of osteoporosis (thinning of bone) in women after menopause; it reduces the chance of having a hip or spinal fracture (break).
- Treatment to increase bone mass in men with osteoporosis.
- Improvement in bone density may be seen as early as 3 months after you start taking FOSAMAX PLUS D. For FOSAMAX PLUS D to continue to work, you need to keep taking it.

FOSAMAX PLUS D is not a hormone.

There is more information about osteoporosis and vitamin D at the end of this leaflet.

Who should not take FOSAMAX PLUS D?

Do not take FOSAMAX PLUS D if you:

- Have certain problems with your esophagus, the tube that connects your mouth with your stomach.
- Cannot stand or sit upright for at least 30 minutes
- Have low levels of calcium in your blood
- Have severe kidney disease
- Are allergic to FOSAMAX PLUS D or any of its ingredients. A list of ingredients is at the end of this leaflet.

If you are pregnant or nursing, talk to your doctor about whether taking FOSAMAX PLUS D is right for you based on possible risk to you and your child.

Talk to your doctor if you have or have had:

- Problems with swallowing
- Stomach or digestive problems
- Sarcoidosis, leukemia, lymphoma
- Other medical problems you have or had in the past

Also tell your doctor about all medicines you take, including prescription and non-prescription medicines, vitamins, and herbal supplements.

Know the medicines you take. Keep a list of them and show it to your doctor and pharmacist each time you see your doctor or get a new medicine.

How should I take FOSAMAX PLUS D?

See "What is the most important information I should know about FOSAMAX PLUS D?" for important information about how to take the medicine and to help make sure it works for you. In addition, follow these instructions:

- Take 1 dose of FOSAMAX PLUS D once a week.

FOSAMAX PLUS D® (alendronate sodium/cholecalciferol) Tablets

- Choose the day of the week that best fits your schedule. Every week, take 1 tablet of FOSAMAX PLUS D on your chosen day.
- After getting up for the day and before taking your first food, drink, or other medicine, swallow your FOSAMAX PLUS D tablet with a full glass (8-8 oz) of plain water only.
- It is important that you keep taking FOSAMAX PLUS D as long as your doctor says to take it. For FOSAMAX PLUS D to continue to work, you need to keep taking it.
- If you miss a dose, take only 1 FOSAMAX PLUS D tablet on the morning after you remember. Do not take 2 tablets on the same day. Continue your usual schedule of 1 FOSAMAX PLUS D tablet once a week on your chosen day.
- If you think you took more than the prescribed dose of FOSAMAX PLUS D, drink a full glass of milk and contact your local poison control center or emergency room right away. Do not try to vomit. Do not lie down.

What should I avoid while taking FOSAMAX PLUS D?

- Do not take FOSAMAX PLUS D with other medicines or supplements before taking FOSAMAX PLUS D.
- Wait for at least 30 minutes after taking FOSAMAX PLUS D to eat, drink, or take other medicines or supplements.
- Do not lie down for at least 30 minutes after taking FOSAMAX PLUS D. Do not lie down until after your first food of the day.

What are the possible side effects of FOSAMAX PLUS D?

Some patients may get severe digestive reactions from FOSAMAX PLUS D. (See "What is the most important information I should know about FOSAMAX PLUS D?") These reactions include irritation, inflammation, or ulcers of the esophagus, which may sometimes bleed. This may occur especially if patients do not drink a full glass of water with FOSAMAX PLUS D or if they lie down in less than 30 minutes or before their first food of the day. Esophagus reactions may get worse if patients do not take FOSAMAX PLUS D after developing symptoms of an irritated esophagus.

Stop taking FOSAMAX PLUS D and call your doctor right away if you get any of these signs of possible serious problems:

- Chest pain
- Heartburn
- Trouble or pain when swallowing

Side effects in patients taking FOSAMAX PLUS D usually have been mild. They generally have not caused patients to stop taking FOSAMAX PLUS D. The most common side effects are abdominal (stomach) aching pain. Less common side effects are nausea, vomiting, a full or bloated feeling in the stomach, constipation, diarrhea, black or bloody stools, bowel movements, gas, headache, a changed sense of taste, and bone, muscle, or joint pain.

Severe bone, joint, and/or muscle pain has been reported in patients taking, by mouth, bisphosphonate drugs that are used to treat osteoporosis (thin bones). However, such reports have been rare. This group of drugs includes FOSAMAX PLUS D. Most of the patients were postmenopausal women (women who had stopped having periods). Patients developed pain within one day to several months after starting the drug. Most patients experienced relief after stopping the drug. Patients who develop severe bone, joint, and/or muscle pain after starting FOSAMAX PLUS D should contact their physician.

Transient flu-like symptoms (rarely with fever), typically at the start of treatment, have occurred.

In rare cases, patients taking FOSAMAX PLUS D may get itching or eye pain, or a rash that may be made worse by sunlight. Rarely, severe skin reactions may occur. Patients may get allergic reactions, such as hives or, in rare cases, swelling that can be of the face, lips, tongue, or throat, which may cause trouble in breathing or swallowing. Mouth ulcers (sores) may occur if the FOSAMAX PLUS D tablet is chewed or dissolved in the mouth.

Rarely, patients have had jaw problems associated with delayed healing and infection, often following tooth extraction.

Anytime you have a medical problem you may think be from FOSAMAX PLUS D, even if it is not listed above, talk to your doctor.

What should I know about osteoporosis?

Normally your bones are being rebuilt all the time. First, old bone is removed (resorbed). Then a similar amount of new bone is formed. This balanced process keeps your skeleton healthy and strong.

Osteoporosis is a thinning and weakening of the bones. It is common in women after menopause, and may also occur in men. In osteoporosis, bone is removed faster than it is formed, so overall bone mass is lost and bones become weaker. Therefore, keeping bone mass is important to keep your bones healthy. In both men and women, osteoporosis may also be caused by certain medicines called corticosteroids.

At first, osteoporosis usually has no symptoms, but it can cause fractures (broken bones). Fractures usually cause pain. Fractures of the bones of the spine may not be painful, but over time they can make you shorter. Eventually, your spine can curve and your body can become bent over. Fractures may happen during normal, everyday activity, such as lifting, or from minor injury that would normally not cause bones to break. Fractures most often occur in the hip, some in the wrist, and some in the hand, severe disability, or loss of ability to move around (mobility).

Who is at risk for osteoporosis?

Many things put people at risk of osteoporosis. The following people have a higher chance of getting osteoporosis:

FOSAMAX PLUS D® (alendronate sodium/cholecalciferol) Tablets

- Women who are going through or who are past menopause
- Men who are elderly
- People who:
 - Are white (Caucasian) or oriental (Asian)
 - Are thin
 - Have family member with osteoporosis
 - Do not get enough calcium or vitamin D
 - Do not exercise
 - Smoke
 - Drink alcohol often
 - Take bone thinning medicines (like prednisone or other corticosteroids) for a long time

What should I know about vitamin D?

Vitamin D is an essential nutrient, required for calcium absorption and healthy bones. The main source is through exposure to summer sunlight, which makes vitamin D in our skin. Winter sunlight in most of the United States is too weak to produce vitamin D. Even in the summer, clothing or sun block can prevent enough sunlight from getting through. In addition, as people age, their skin becomes less able to make vitamin D. Very few foods are natural sources of vitamin D. Some foods, such as milk, some brands of orange juice and breakfast cereals are fortified with vitamin D.

Too little vitamin D leads to low calcium absorption and low phosphate. These are minerals that make bones strong. Even if you are eating a diet rich in calcium or taking a calcium supplement, your body cannot absorb calcium properly unless you have enough vitamin D. Too little vitamin D may lead to bone loss and osteoporosis. Severe vitamin D deficiency may cause muscle weakness which can lead to falls, and greater risk of fracture.

What can I do to help treat osteoporosis?

In addition to FOSAMAX PLUS D, your doctor may suggest one or more of the following lifestyle changes:

- **Stop smoking.** Smoking may increase your chance of getting osteoporosis.
- **Reduce the use of alcohol.** Too much alcohol may increase the chance of osteoporosis and injuries that can cause fractures.
- **Exercise regularly.** Like muscles, bones need exercise to stay strong and healthy. Exercise must be safe to prevent injuries, including fractures. Talk with your doctor before you begin any exercise program.
- **Eat a balanced diet.** Having enough calcium in your diet is important. Your doctor can advise you whether you need to change your diet or take any dietary supplements, such as calcium or additional vitamin D.

What are the ingredients in FOSAMAX PLUS D?

Active ingredients: alendronate sodium and cholecalciferol (vitamin D). FOSAMAX PLUS D provides a week's worth of vitamin D, (2800 IU). The Daily Value is 400 IU.

Inactive ingredients: cellulose, lactose, medium chain triglycerides, gelatin, croscarmellose sodium, sucrose, colloidal silicon dioxide, magnesium stearate, butylated hydroxytoluene, modified food starch, and sodium aluminum silicate.

How do I store FOSAMAX PLUS D?

- Store FOSAMAX PLUS D at 68 to 77°F (20 to 25°C). Protect from moisture and light. Store tablets in the original blister package or bottle and carton until time of use.
- Safely discard FOSAMAX PLUS D that is out-of-date or no longer needed.

Keep all FOSAMAX PLUS D and all medicines out of the reach of children.

General information about using FOSAMAX PLUS D safely and effectively

Medicines are sometimes prescribed for conditions that are not mentioned in patient information leaflets. This medicine was prescribed for your particular condition. Alendronate in FOSAMAX PLUS D acts specifically on your bones. Do not use it for another condition or give it to others.

This leaflet is a summary of information about FOSAMAX PLUS D. If you have any questions or concerns about FOSAMAX PLUS D or osteoporosis, talk to your doctor, pharmacist, or other health care provider. You can ask your doctor or pharmacist for information about FOSAMAX PLUS D written for health care providers. For more information, call 1-877-408-4699 (toll-free) or visit the following website: www.fosamaxplusd.com.

Rx only

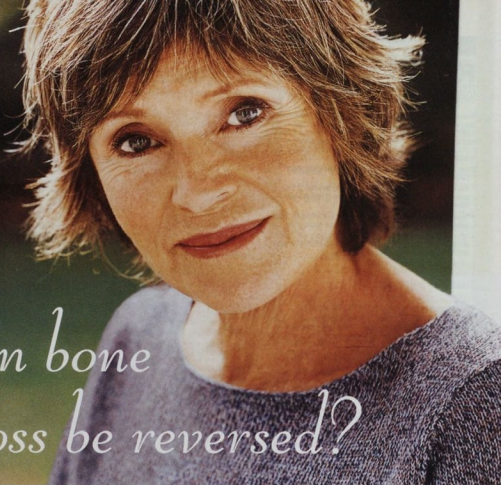
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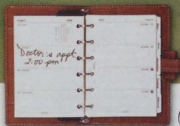
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Q: Can bone loss be reversed?



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For a complete list of questions to ask your doctor, go to www.FosamaxPlusD.com

Selected Cautionary Information

You should not use FOSAMAX PLUS D if you have certain disorders of the esophagus (the tube connecting the mouth with the stomach), are not able to stand or sit upright for 30 minutes, have severe kidney disease, low blood calcium, or are allergic to FOSAMAX PLUS D. Before use, talk to your doctor if you have or have had stomach or digestive problems or problems with swallowing. In addition, you should talk to your doctor if you have conditions that may cause an overproduction of vitamin D (eg, sarcoidosis, leukemia, lymphoma).

You should tell your doctor about all medicines you are taking, including prescription and nonprescription medicines, vitamins, and herbal supplements.

Stop taking FOSAMAX PLUS D and call your doctor right away if you develop new or worsening heartburn, difficult or painful swallowing, or chest pain because these may be signs of serious upper digestive problems, which can include irritation, inflammation, or ulceration of the esophagus. (See the Patient Product Information for more details.) If you develop severe bone, joint, and/or muscle pain at any time, contact your doctor. Digestive side effects in studies were generally mild and included stomach pain, indigestion/heartburn, or nausea.

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E•S•A•T•A•R•N•T•G

You shouldn't have to be an Einstein to figure out what to eat for supper or what to buy at the supermarket or how to get your family members to sit down and eat the same meal at the same time—preferably one that's healthy. But those simple questions have become absurdly complicated in an era of conflicting dietary advice, too many food choices and not enough common-sense tradition to guide us. In this special report, we offer some nutritious fare on topics ranging from grocery shopping to willpower. *Bon appétit!*

Illustration for TIME by Hanoch Piven







E S A M T A I R N T G

The Magic of the FAMILY MEAL

The statistics are clear: kids who dine with the folks are healthier, happier and better students, which is why a dying tradition is coming back **BY NANCY GIBBS**

C lose your eyes and picture Family Dinner. June Cleaver is in an apron and pearls, Ward in a sweater and tie. The napkins are linen, the children are scrubbed, steam rises from the green-bean casserole, and even the dog listens intently to what is being said. This is where the tribe comes to transmit wisdom, embed expectations, confess, conspire, forgive, repair. The idealized version is as close to a regular worship service, with its litanies and lessons and blessings, as a family gets outside a sanctuary.

That ideal runs so strong and so deep in our culture and psyche that when experts talk about the value of family dinners, they may leave aside the clutter of contradictions. Just because we eat together does not mean

we eat right: Domino's alone delivers a million pizzas on an average day. Just because we are sitting together doesn't mean we have anything to say: children bicker and fidget and daydream; parents stew over the remains of the day. Often the richest conversations, the moments of genuine intimacy, take place somewhere else, in the car, say, on the way back from soccer at dusk, when the low light and lack of eye contact allow secrets to surface.

Yet for all that, there is something about a shared meal—not some holiday blowout, not once in a while but regularly, reliably—that

anchors a family even on nights when the food is fast and the talk cheap and everyone has someplace else they'd rather be. And on those evenings when the mood is right and the family lingers, caught up in an idea or an argument explored in a shared safe place where no one is stupid or shy or ashamed, you get a glimpse of the power of this habit and why social scientists say such communion acts as a kind of vaccine, protecting kids from all manner of harm.

In fact, it's the experts in adolescent development who wax most emphatic about the value of family meals, for it's in the teenage years that this daily investment pays some of its biggest dividends. Studies show that the more often families eat together, the less likely kids are to smoke, drink, do drugs, get depressed, develop eating disorders and consider suicide, and the more likely they are to do well in school, delay having sex, eat their vegetables, learn big words and know which fork to use. "If it were just about food, we would squirt it into their mouths with a tube," says Robin Fox, an anthropologist who teaches at Rutgers University in New Jersey, about the mysterious way that family dinner engraves our souls. "A meal is about civilizing children. It's about teaching them to be a member of their culture."

The most probing study of family eating patterns was published last year by the National Center on Addiction and Substance Abuse (CASA) at Columbia University and reflects nearly a decade's worth of data gathering. The researchers found essentially that family dinner gets better with practice; the less often a family eats together, the worse the

experience is likely to be, the less healthy the food and the more meager the talk. Among those who eat together three or fewer times a week, 45% say the TV is on during meals (as opposed to 37% of all households), and nearly one-third say there isn't much conversation. Such kids are also more than twice as likely as those who have frequent family meals to say there is a great deal of tension among family members, and they are much less likely to think their parents are proud of them.

The older that kids are, the more they may need this protected time together, but the less likely they are to get it. Although a majority of 12-year-olds in the CASA study said they had dinner with a parent seven nights a week, only a quarter of 17-year-olds did. Researchers have found all kinds of intriguing educational and ethnic patterns. The families with the least educated parents, for example, eat together the most; parents with less than a high school education share more meals with their kids than do parents with high school diplomas or college degrees. That may end up acting as a genera-

tional corrective: kids who eat most often with their parents are 40% more likely to say they get mainly A's and B's in school than kids who have two or fewer family dinners a week. Foreign-born kids are much more likely to eat with their parents. When researchers looked at ethnic and racial breakdowns, they found that more than half of Hispanic teens ate with a parent at least six times a week, in contrast to 40% of black teens and 39% of whites.

Back in the really olden days, dinner was seldom a ceremonial event for U.S. families. Only the very wealthy had a separate dining room. For most, meals were informal, a kind of rolling refueling; often only the men sat down. Not until the mid-19th century did the day acquire its middle-class rhythms and rituals; a proper dining room became a Victorian aspiration. When children were 8 or



SODA
Sipped with 18% of home dinners, soda may have replaced white bread as our main calorie source: a 12-oz. can has 10 teaspoons of sugar

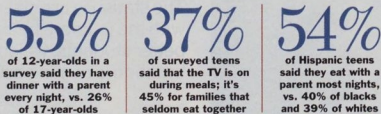
9, they were allowed to join the adults at the table for instruction in proper etiquette. By the turn of the century, restaurants had appeared to cater to clerical workers, and in time, eating out became a recreational sport. Family dinner in the Norman Rockwell mode had taken hold by the 1950s: Mom cooked, Dad carved, son cleared, daughter did the dishes.

All kinds of social and economic and technological factors then conspired to shred that tidy picture to the point that the frequency of family dining fell about a third over the next 30 years. With both parents working and the kids shuttling between sports practices or attached to their screens at home, finding a time for everyone to sit around the same table, eating the same food and listening to one another, became a quaint kind of luxury. Meanwhile, the message embedded in the microwave was that time spent standing in front of a stove was time wasted.

But something precious was lost, anthropologist Fox argues, when cooking came to be cast as drudgery and meals as discretionary. "Making food is a sacred event," he says. "It's so absolutely central—far more central than sex. You can keep a population going by having sex once a year, but you have to eat three times a day." Food comes so easily to us now, he says, that we have lost a

sense of its significance. When we had to grow the corn and fight off predators, meals included a serving of gratitude. "It's like the American Indians. When they killed a deer, they said a prayer over it," says Fox. "That is civilization. It is an act of politeness over food. Fast food has killed this. We have reduced eating to sitting alone and shoveling it in. There is no ceremony in it."

Or at least there wasn't for many families until researchers in the 1980s began looking at the data and doing all kinds of regression analyses that showed how a shared pot roast could contribute to kids' success and health. What the studies could not prove was what is cause and what is effect. Researchers speculate that maybe kids who eat a lot of family meals have less unsupervised time and thus less chance to get into trouble. Families who make meals a priority also tend to spend more



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time on reading for pleasure and homework. A whole basket of values and habits, of which a common mealtime is only one, may work together to ground kids. But it's a bellwether, and baby boomers who won't listen to their instincts will often listen to the experts: the 2005 CASA study found that the number of adolescents eating with their family most nights has increased 23% since 1998.

That rise may also reflect a deliberate public-education campaign, including public-service announcements on TV Land and Nick at Nite that are designed to convince families that it's worth some inconvenience or compromise to make meals together a priority. The enemies here are laziness and leniency: "We're talking about a contemporary style of parenting, particularly in the middle class, that is overindulgent of children," argues William Doherty, a professor of family social science at the University of Minnesota at Minneapolis and author of *The Intentional Family: Simple Rituals to Strengthen Family Ties*. "It treats them as customers who need to be pleased." By that, he means the willingness of parents

to let dinner be an individual improvisation—no routine, no rules, leave the television on, everyone eats what they want, teenagers take a plate to their room so they can keep IMing their friends.

The food-court mentality—Johnny eats a burrito, Dad has a burger, and Mom picks pasta—comes at a cost. Little humans often resist new tastes; they need some nudging away from the salt and fat and toward the fruits and fiber. A study in the *Archives of Family Medicine* found that more family meals tends to mean less soda and fried food and far more fruits and vegetables.

Beyond promoting balance and variety in kids' diets, meals together send the message that citizenship in a family entails certain standards beyond individual whims. This is where a family builds its identity and culture. Legends are passed down, jokes rendered, eventually the wider world examined through the lens of a family's values. In addition, younger kids pick up vocabulary and a sense of how conversation is structured. They hear how a problem is solved, learn to listen to other people's concerns and respect their

tastes. "A meal is about sharing," says Doherty. "I see this trend where parents are preparing different meals for each kid, and it takes away from that. The sharing is the compromise. Not everyone gets their ideal menu every night."

Doherty heard from a YMCA camp counselor about the number of kids who arrive with a list of foods they won't eat and who require basic instruction from counselors on how to share a meal. "They have to teach them how to pass food around and serve each other. The kids have to learn how to eat what's there. And they have to learn how to remain seated until everyone else is done." The University of Kansas and Michigan State offer students coaching on how to handle a business lunch, including what to do about food they don't like ("Eat it anyway") and how to pass the salt and pepper ("They're



The ABCs of Breaking Bread

How do you get today's kids excited about sitting down to a balanced meal with their family instead of in front of the TV or computer with some chips? That was the question nagging at Julia Jordan, a professor of hospitality management at New York City College of Technology. Her answer: the Dinner Party Project. Jordan helped create the school-based program for fifth- through seventh-graders five years ago to teach students all about throwing the perfect dinner party. Its goal is not to turn the kids into mini Martha Stewarts. Instead, it aims to get kids involved and excited about the possibilities of sharing a meal. "We felt that youngsters had lost the connection to food," says Jordan, who founded Spoons Across America, a nonprofit organization that teaches kids about cooking and nutrition. "Part of that was because their families had lost the connection to food—in particular, the connection to sitting and having conversations at the table."

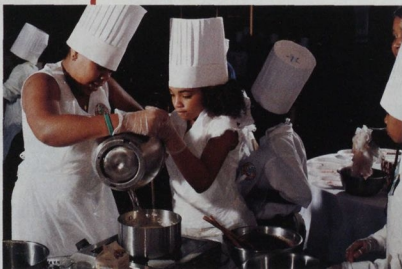
Together with other food professionals, Jordan cooked up the notion that kids would become more enthusiastic about family dinners if they prepared one themselves. "What better way to get kids involved with dinner than to have them do the planning? And who better to invite than their own parents?" asks Jordan. "We believe in experiential education, the idea that people learn through their senses first and then reflect on what they've experienced. We felt that the way to change things was to take that first bold step and bring children together to design their own dinner."

The first Dinner Party was staged in 2001 in the cafeteria of a New York City school. By

married. They never take separate vacations").

When parents say their older kids are too busy or resistant to come to the table the way they did when they were 7, the dinner evangelists produce evidence to the contrary. The CASA study found that a majority of teens who ate three or fewer meals a week with their families wished they did so more often. Parents sometimes seem a little too eager to be rejected by their teenage sons and daughters, suggests Miriam Weinstein, a freelance journalist who wrote *The Surprising Power of Family Meals*. "We've sold ourselves on the idea that teenagers are obviously sick of their families, that they're bonded to their peer group," she says. "We've taken it to an extreme. We've taken it to mean that a teenager has no need for his family. And that's just not true." She scolds parents who blame their kids for undermining mealtime when the adults are co-conspirators. "It's become a badge of honor to say, 'I have no time. I am so busy,'" she says. "But we make a lot of choices, and we have a lot more discretion than we give ourselves credit for," she says. Parents may be undervaluing themselves when they conclude that sending kids off to every conceivable extracurricular activity is a better use of time than an hour spent around a table, just talking to Mom and Dad.

The family-meal crusaders offer lots of advice to parents seeking to recenter their household on the dinner table. Groups like Ready, Set, Relax!, based in Ridgewood, N.J., have dispensed hundreds of kits to towns from Kentucky to California, coaching communities on how to fight overscheduling and carve out family downtime. More schools are offering basic cooking instruction. It turns out that when kids help prepare a meal, they are much more likely to eat it, and it's a useful skill that seems to build self-esteem. Research on family meals does not explore whether it makes a difference if dinner is with two parents or one or even whether the meal needs to be dinner. For families whose schedules make evenings together a challenge, breakfast or lunch may have the same value. So pull up some chairs. Lose the TV. Let the phone go unanswered. And see where the moment takes you. —Reported by **Carolina A. Miranda**/New York



LIKE THE PROS Fifth- and sixth-grade students from the Tremont Montessori public school prepare a meal at a recent Dinner Party Project in Cleveland, Ohio

Each week is devoted to a different facet of the plan. Week One emphasizes the importance of sharing meals and culminates in a guest list and handmade invitations delivered to the children's families. Week Two is all about designing a menu and learning basic kitchen skills and safety. The children decide what to serve, with guidance from the pros about how to make a meal well balanced and healthy. Kris Buda recently organized an event in Cleveland for 65 children and their guests. "We decided on chicken surprise," she says, "which allowed each of the kids to bread it the way they wanted. They could choose pretzels or cornflakes or potato chips." (Nutritional compromises are sometimes made in the interest of the larger lesson.) Depending on location, the week could include a visit to a farm to see ingredients at the source. Week Three concentrates on etiquette and table manners. And Week Four features the big night. Children set the tables, greet their parents and politely pull out chairs for them to sit down. Kids prepare as much of the meal as is safe and age-appropriate and then join their families for the first of what is hopefully many successful family dinners. Week Five is all about discussing the event, planning future meals and writing thank-you notes to all who helped.

Jordan has followed up with families after dinner parties. The experience, she says, "changes the way families think about their lives." The project also seems to have a lasting impact on the teachers who help lead it. Many say it inspires them to continue to integrate food and cooking into their curriculum. "We've had teachers from Pennsylvania to California tell us, 'We now cook at home differently. We value food differently.'" And so the next step for Spoons is teacher training. This fall the first group of teachers will attend national training at the Culinary Vegetable Institute in Milan, Ohio. That way the lessons of the Dinner Party Project might be reinforced all year long. —By Lisa McLaughlin

the end of this year there will have been 70 such events throughout the country, many of them in low-income areas. Working with a school principal and classroom teachers, Spoons provides an 80-page curriculum and support. The program, which takes about an hour a week for five weeks, is coordinated by a local food professional and a chef, in some cases culinary luminaries such as Tim Love of the Lonesome Dove Western Bistro in Fort Worth, Texas, and Feliberto Estevez, the executive chef at Gracie Mansion in New York City. The chefs and coordinators all volunteer their time, and many of the ingredients and supplies are donated by local purveyors.



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Rethinking

Fast Foods

Somewhere between mother's breast and the lunchroom, something has gone very wrong. How to instill good eating habits from the start

BY PAMELA PAUL

Too much sugar, too much fat, too many meals on the run and not enough vegetables or variety. Could it be that Americans' worst eating habits all take root in the high chair and stroller? Consider this: By age 2, according to a 2002 survey, 1 in 5 babies is eating candy every day. And the No. 1 vegetable for toddlers isn't pureed peas or carrots; it's French fries. Sounds a lot less like baby food and a lot more like, well, our own meals. ■ To understand exploding obesity rates among the very young, researchers are looking into the critical period between breast or bottle and the school lunchroom, when lifelong food habits take shape. During the first year of life, experts say, babies self-regulate how much they eat; infants who aren't hungry will refuse another swallow, no matter how much parents try to feed them. But in the second year, babies, like adults, begin responding less to hunger pangs and more to social cues: Is Mommy giving me more? Has everyone else at the table had seconds? I want to snack in front of the TV too!

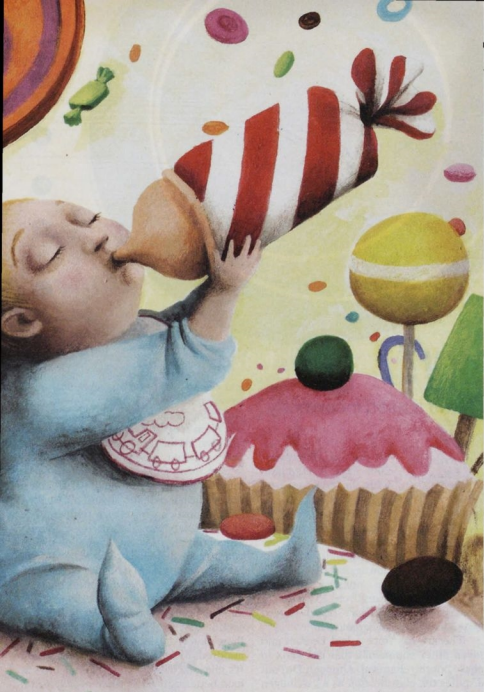
That occurs at the very time when a baby's galloping growth rate is beginning to taper. A child typically triples its birth weight during the first 12 months, but babies don't normally approach the quadruple mark until their second birthday. With growth slowing, toddlers need fewer calories per kilogram than

infants, but not many parents seem to know that. In fact, because toddlers tend to be pickier than infants and are less interested in sitting still for a meal, parents often grow concerned that their kids aren't eating enough. "It becomes a vicious cycle where the parent is chasing the toddler around with a spoon, trying to get him to eat," says Dr. W. Allan Walker, a professor of pediatrics and nutrition at Harvard Medical



School and the author of *Eat, Play, and Be Healthy*. Many parents come to rely on snacks eaten on the go, which tend to be salty, sweet or otherwise unhealthy. At mealtimes, instead of offering whatever the parents are eating, moms will provide "kid food"—easy-to-prepare child pleasers like pizza, mac and cheese and chicken nuggets.

No wonder that, according to new data from the National Health and Nutrition Examination Survey, 26% of 2-to-5-year-olds are at risk of becoming overweight, and 14% are already overweight—more than twice the incidence in the mid-'70s and up 35% in the past four years alone. Those numbers could rise as much as 30% overnight if the U.S. adopts the new growth-chart guidelines issued last month by the World Health Organi-



zation. "I'm seeing younger and younger kids overweight—as young as 10 months old," says Jan Hangen, a clinical nutrition specialist at Children's Hospital Boston. "Parents bring babies into the office in these huge strollers packed with food and snacks, drinking soda and juice. We never used to see that."

In most cases, parents, particularly mothers, are the gatekeepers of what babies eat. An eight-year study of 70 baby-mother pairs at the University of Tennessee, published in 2002, confirmed that food preferences are established early: 8-year-olds usually like the same foods they did when they were 4, and preferences are often formed as early as age 2. Mothers tend not to offer their babies food they dislike themselves. So if Mom can't bear Brussels sprouts,

chances are her child will never taste them.

That's a shame because babies are already not eating enough vegetables. According to the 2002 survey, Feeding Infants and Toddlers Study (FITS), which tracked the diets of more than 3,000 tots, a quarter of 9-to-11-month-olds do not routinely consume even one helping of vegetables a day. Those who do tend to have the least nutritious kind. By 9 months, potatoes, either mashed or fried, are the most commonly consumed vegetable; by 12 months, 13% of babies eat French fries every day, according to FITS, which was conducted by Mathematica Policy Research and sponsored by Gerber Products Co.

Babies and toddlers are also learning early on to indulge their sweet tooth. FITS found that 10% of 4-to-6-month-olds con-

sume desserts, sweets or sweetened beverages daily. By the time they are 2, 60% of toddlers eat some kind of pastry every day. Although added sugar was removed from most jarred baby foods in the mid-1990s, baby-food companies continue to offer dessert lines with flavors such as vanilla custard pudding and peach cobbler, loaded with sugar and starch. Early exposure to intensely sweet foods has long-term consequences, says Amy Lanou, a senior nutrition scientist for the Physicians Committee for Responsible Medicine, a Washington-based nonprofit. "When we're really young, our taste buds are especially attuned to sweet flavors. If you're offered bananas and berries at an early age, that level of sweetness will satisfy. But if you're given concentrated sweets, a taste for those intense sweets will follow you for the rest of your life."

On a more positive side, ethnic communities are introducing other Americans to the notion that babies need not subsist on pabulum. South Asian parents offer curries in small doses at young ages. Hispanic parents give their babies tortillas and other ethnic dishes. "There is no good reason to feed babies bland food," says Nancy Butte, a professor of pediatrics at Baylor College of Medicine. "It's culturally determined, not scientifically based."

Another healthy trend is the growth of organic baby food. Sales were up 57% in the past four years, although organic still has only 2.7% of the U.S. baby-food market, according to ACNielsen. Some pediatricians say organic produce is especially beneficial to babies. "Organic fruits and vegetables tend to have about 30% more antioxidants than nonorganics," says Dr. Alan Greene, a professor of pediatrics at Stanford University and host of DrGreene.com. "This is when babies' brains are developing and are most in need of those benefits." Some researchers believe babies are particularly vulnerable to pesticides, traces of which can be found in commercially grown produce. A study in California found that newborns exposed to higher levels of pesticides in utero were more likely to have abnormal neurological reflexes. Still, some doctors say because no definitive data support the benefits of organic baby food, the extra cost—sometimes over 50% more a jar—may not be worth it.

Pediatricians do agree on one thing: the period before age 2 is critical for establishing healthy eating. "We need to send a message to new parents," says Dr. Ari Brown, of Austin, Texas. "Here's your opportunity to change the way a generation eats. By the time a child is 10, eating chips in front of the TV, it's almost too late."

Is Teflon Risky?

Nonstick pots can emit nasty stuff if used incorrectly

BY MICHAEL D. LEMONICK

The amazingly slippery, heat-resistant plastic known as Teflon was discovered purely by accident by DuPont chemist Roy Plunkett in 1938. By 1950, the company was making a million pounds annually as a low-friction coating for bearings and gears. In 1960 the U.S. Food and Drug Administration approved it for use in cookware. Today some 60% of all pots and pans in American kitchens

are nonstick—to say nothing of muffin pans, cookie sheets, cake pans, deep fryers and waffle irons.

Unfortunately, it turns out that when Teflon is heated to over 600°, the coating can break down and release a chemical called perfluorooctanoic acid, or PFOA. The fumes can be fatal to pet birds. In humans, DuPont acknowledges, they can cause a reversible flulike condition called polymer-fume fever, first noted in the company's labs. In animals, though, PFOA can cause cancer, immune-system damage and death. And about 95% of all Americans have traces of PFOA in their blood.

No study has proved that cooking with Teflon is harmful to humans. But DuPont paid \$107.6 million in 2004 to settle a lawsuit brought by some 50,000 people who lived along the Ohio River near its West Virginia plant. They claimed PFOA contamination had caused birth defects and other health problems. The company admitted no liability

but in December 2005 made a settlement with the EPA based on eight violations for failing to disclose its own findings on the safety of PFOA. This April, hearings began in a class action against the company by nonstick-cookware users from 15 states. In January, an EPA advisory board labeled PFOA a likely human carcinogen.

The EPA has since asked DuPont and seven other companies that use PFOA to phase out the chemical. Although DuPont disputes the classification as a carcinogen and won't stop making Teflon, the company has pledged that by 2015, it will reduce the amount of PFOA used to make the coating

and will guarantee that the chemical won't be released into the environment from DuPont manufacturing plants.

Yet in spite of all this, the agency website says, "At the present time, EPA does not believe there is any reason for consumers to stop using any consumer or industrial related products that contain PFOA." That's under normal use. You should not heat an empty nonstick pan to high temperatures or risk destabilizing the surface by plunging a hot pan into cold water, nor should you use nonstick pans for cooking at very high temperatures in general.

While nonstick cooking offers big benefits—ease of cleanup, drastically reduced need for oil—nobody has yet invented a coating that works as well as Teflon. But there's a low-tech solution that dates back hundreds of years: a good cast-iron skillet. It's cheaper than a coated pan, it browns food better, and as for the nonstick factor, when properly seasoned, it's nearly as good. —Reported by Lisa McLaughlin/

New York

Are aluminum and plastic safe?



ALUMINUM

Despite fears that it might cause Alzheimer's, there's no clear proof. The amount you ingest from pots and foil is minimal in any case.

PLASTIC

If you heat food in a wrap or container not labeled as microwave safe, you could get some chemical contamination. So check before nuking.



Allergies

bothering you?

SINGULAIR

works

differently.



While many allergy medicines block histamine, SINGULAIR blocks leukotrienes, an underlying cause of allergy symptoms. If you have indoor or outdoor allergies, treat your allergy symptoms differently with SINGULAIR.

SINGULAIR is approved to help relieve both indoor and outdoor allergy symptoms for a full 24 hours. And in clinical studies SINGULAIR was not associated with drowsiness. Ask your doctor about SINGULAIR today.

Important Information: Side effects are generally mild and vary by age, and may include headache, ear infection, sore throat, and upper respiratory infection.

Side effects generally did not stop patients from taking SINGULAIR.

Please see the Patient Product Information on the adjacent page and discuss it with your doctor.

For more information about SINGULAIR, please visit singulair.com or call 1-888-MERCK-95.



ONCE-A-DAY
SINGULAIR
(MONTELUKAST SODIUM)

**A different way to treat
indoor and outdoor allergies**



This product is available through the Merck Patient Assistance Program.
To find out if you qualify call 1-888-MERCK-95.

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MERCK

Patient Information **SINGLAIR® (SING-u-lair) Tablets, Chewable Tablets, and Oral Granules** **Generic name: montelukast (mon-te-LOO-kast) sodium**

Read this information before you start taking SINGLAIR®. Also, read the leaflet you get each time you refill SINGLAIR, since there may be new information to the leaflet since the last time you saw it. This leaflet does not take the place of talking with your doctor about your medical condition and/or your treatment.

What is SINGLAIR®?

- SINGLAIR is a medicine called a leukotriene receptor antagonist. It works by blocking substances in the body called leukotrienes. SINGLAIR is not a steroid. Blocking leukotrienes improves asthma and allergic rhinitis. (See the end of this leaflet for more information about asthma and allergic rhinitis.)

SINGLAIR is prescribed for the treatment of asthma and allergic rhinitis:

1. Asthma.

SINGLAIR should be used for the long-term management of asthma in adults and children ages 12 months and older.

Do not take SINGLAIR for the immediate relief of an asthma attack. If you get an asthma attack, you should follow the instructions your doctor gave you for treating asthma attacks.

2. Allergic Rhinitis.

SINGLAIR is used to help control the symptoms of allergic rhinitis (sneezing, stuffy nose, runny nose, itching of the nose). SINGLAIR is used to treat seasonal allergic rhinitis (outdoor allergies that happen part of the year) in adults and children ages 2 years and older, and perennial allergic rhinitis (indoor allergies that happen all year) in adults and children ages 6 months and older.

(See end of this leaflet for more information about allergic rhinitis)

Who should not take SINGLAIR?

Do not take SINGLAIR if you are allergic to SINGLAIR or any of its ingredients.

The active ingredient in SINGLAIR is montelukast sodium.

See the end of this leaflet for a list of all the ingredients in SINGLAIR.

What should I tell my doctor before I start taking SINGLAIR?

Tell your doctor about:

- Pregnancy:** If you are pregnant or plan to become pregnant, SINGLAIR may not be right for you.
- Breast-feeding:** If you are breast-feeding, SINGLAIR may be passed in your milk to your baby. You should consult your doctor before taking SINGLAIR if you are breast-feeding or intend to breast-feed.
- Medical Problems or Allergies:** Talk about any medical problems or allergies you have now or had in the past.
- Other Medicines:** Tell your doctor about all the medicines you take, including prescription and non-prescription medicines, and herbal supplements. Some medicines may affect how SINGLAIR works, or SINGLAIR may affect how your other medicines work.

How should I take SINGLAIR?

For adults and children 12 months of age and older with asthma:

- Take SINGLAIR once a day, in the evening.
- Take SINGLAIR every day for as long as your doctor prescribes it, even if you have no asthma symptoms.
- You may take SINGLAIR with food or without food.
- If your asthma symptoms get worse, or if you need to increase the use of your inhaled rescue medicine for asthma attacks, call your doctor right away.
- Do not take SINGLAIR for the immediate relief of an asthma attack.** If you get an asthma attack, you should follow the instructions your doctor gave you for treating asthma attacks.
- Always have your inhaled rescue medicine for asthma attacks with you.
- Do not stop taking or lower the dose of your other asthma medicines unless your doctor tells you to.
- If your doctor has prescribed a medicine for you to take before exercise, keep using that medicine unless your doctor tells you to not.

For adults and children 2 years of age and older with seasonal allergic rhinitis, or for adults and children 6 months of age and older with perennial allergic rhinitis:

- Take SINGLAIR once a day, at about the same time each day.
- Take SINGLAIR every day for as long as your doctor prescribes it.
- You may take SINGLAIR with food or without food.

How should I give SINGLAIR oral granules to my child?

Do not open the packet until ready to use.

SINGLAIR 4-mg oral granules can be given:

- directly in the mouth;
 - dissolved in 1 teaspoonful (5 mL) of cold or room temperature baby formula or breast milk;
 - mixed with a spoonful of one of the following soft foods at cold or room temperature: applesauce, mashed carrots, rice, or ice cream.
- Be sure the entire dose is mixed with the food, baby formula, or breast milk and that the child is given the entire spoonful of the food, baby formula, or breast milk mixture right away (within 15 minutes).

IMPORTANT: Never store any oral granules mixed with food, baby formula, or breast milk for use at a later time. Throw away any unused portion.

Do not put SINGLAIR oral granules in any liquid other than baby formula or breast milk.

However, your child may drink liquids after swallowing the SINGLAIR oral granules.

What is the daily dose of SINGLAIR for asthma or allergic rhinitis?

For Asthma (Take in the evening):

- One 10-mg tablet for adults and adolescents 15 years of age and older,
- One 5-mg chewable tablet for children 6 to 14 years of age,
- One 4-mg chewable tablet or one packet of 4-mg oral granules for children 2 to 5 years of age, or
- One packet of 4-mg oral granules for children 12 to 23 months of age.

For Allergic Rhinitis (Take at about the same time each day):

- One 10-mg tablet for adults and adolescents 15 years of age and older,
- One 5-mg chewable tablet for children 6 to 14 years of age,
- One 4-mg chewable tablet for children 2 to 5 years of age, or
- One packet of 4-mg oral granules for children 2 to 5 years of age with seasonal allergic rhinitis, or for children 6 months to 5 years of age with perennial allergic rhinitis.

What should I avoid while taking SINGLAIR?

If you have asthma and if your asthma is made worse by aspirin, continue to avoid aspirin or other medicines called non-steroidal anti-inflammatory drugs while taking SINGLAIR.

What are the possible side effects of SINGLAIR?

The side effects of SINGLAIR are usually mild, and generally did not cause patients to stop taking their medicine. The side effects in patients treated with SINGLAIR were similar in type and frequency to side effects in patients who were given a placebo (a pill containing no medicine).

The most common side effects with SINGLAIR include:

- stomach pain
- stomach or intestinal upset
- heartburn
- tiredness
- fever
- stuffy nose
- cough
- throat pain
- upper respiratory infection
- dizziness
- headache
- rash

Less common side effects that have happened with SINGLAIR include (listed alphabetically): agitation including aggressive behavior, allergic reactions (including swelling of the face, lips, tongue, and/or throat, which may cause trouble breathing or swallowing), hives, and itching, bad/vivid dreams, increased bleeding tendency, bruising, diarrhea, drowsiness, hallucinations (seeing things that are not there), hepatitis, indigestion, inflammation of the pancreas, irritability, joint pain, muscle aches and muscle cramps, nausea, palpitations, pins and needles/numbness, restlessness, seizures (convulsions or fits), swelling, trouble sleeping, and vomiting.

Rarely, asthmatic patients taking SINGLAIR have experienced a condition that includes certain symptoms that do not go away or that get worse. These occur usually, but not always, in patients who were taking steroid pills by mouth for asthma and those steroids were being slowly lowered or stopped. Although SINGLAIR has not been shown to cause this condition, you must tell your doctor right away if you get one or more of these symptoms:

- a feeling of pins and needles or numbness of arms or legs
- in-like illness
- rash
- severe inflammation (pain and swelling) of the sinuses (sinusitis)

These are not all the possible side effects of SINGLAIR. For more information ask your doctor or pharmacist.

Talk to your doctor if you think you have side effects from taking SINGLAIR.

General information about the safe and effective use of SINGLAIR

Medicines are sometimes prescribed for conditions that are not mentioned in patient information leaflets. Do not use SINGLAIR for a condition for which it was not prescribed. Do not give SINGLAIR to other people even if they have the same symptoms as you. It may harm them. **Keep SINGLAIR and all medicines out of the reach of children.**

Store SINGLAIR at 25°C (77°F). Protect from moisture and light. Store in original package.

This leaflet summarizes information about SINGLAIR. If you would like more information, talk to your doctor. You can ask your pharmacist or doctor for information about SINGLAIR that is written for health professionals.

What are the ingredients in SINGLAIR?

Active ingredient: montelukast sodium

SINGLAIR chewable tablets contain aspartame, a source of phenylalanine. Phenylettonurics: SINGLAIR 4-mg and 5-mg chewable tablets contain 0.674 and 0.842 mg phenylalanine, respectively.

Inactive ingredients:

- 4-mg oral granules: mannitol, hydroxypropyl cellulose, and magnesium stearate.
- 4-mg and 5-mg chewable tablets: mannitol, microcrystalline cellulose, hydroxypropyl cellulose, red ferric oxide, croscarmellose sodium, yellow flavor, aspartame, and magnesium stearate.
- 10-mg tablet: microcrystalline cellulose, lactose monohydrate, croscarmellose sodium, hydroxypropyl cellulose, magnesium stearate, hydroxypropyl methylcellulose, titanium dioxide, red ferric oxide, yellow ferric oxide, and carnauba wax.

What is asthma?

Asthma is a continuing (chronic) inflammation of the bronchial passageways which are the tubes that carry air from outside the body to the lungs.

Symptoms of asthma include:

- coughing
- wheezing
- chest tightness
- shortness of breath

What is allergic rhinitis?

- Seasonal allergic rhinitis, also known as hay fever, is triggered by outdoor allergens such as pollens from trees, grasses, and weeds.
- Perennial allergic rhinitis may occur year-round and is generally triggered by indoor allergens such as dust mites, animal dander, and/or mold spores.
- Symptoms of allergic rhinitis may include:
 - stuffy, runny, and/or itchy nose
 - sneezing

Rx only

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MERCK & CO., INC.
 Whitehouse Station, NJ 08859, USA
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Decoding the GROCERY STORE



Why is it so hard to dash into a store and find the milk?

Milk is always as far from the entrance as possible,

so you'll walk past thousands of tempting products. Just about everyone buys at least two impulse items for every item on a shopping list.

Why don't more Americans eat more fruits and vegetables?

They don't always taste good, and people don't know what to do with them. Look, there are seven kinds of apples here, but there's no one to give you a sliver so you know which one you'll like. Also fruits and vegetables are perceived as expensive. But a USDA report found you could eat five servings a day for under a dollar. I didn't believe it until I tried it.

Why don't our fruits and vegetables taste better?

First of all, they are not fresh. They were picked ages before and transported. Second, they were bred to survive shipping rather than for taste. Third, consumers like their fruits and vegetables to look perfect, so the breeding is for appearance, not taste. Taste, alas, is perishable.

You're against putting cartoon characters on junk food, but here's SpongeBob on a package of carrots. Isn't that better?
I'm still not happy. To me this is part of making kids think they have to have their own special food in special packages.

The American Heart Association has its heart-healthy sticker on all sorts of products here. Is this a service to consumers?

I don't think so. It makes no sense to think that eating a sugary cereal will prevent heart disease. I'd like to see all health claims off food labels. Food is food. Medicine is medicine. Health claims are a slippery slope. Look, here's Cocoa Puffs, now whole grain. It has the Heart Association check box because it's low in fat and cholesterol. And food companies pay for these endorsements.

What's the single biggest lie Americans believe about food?

That if a food is advertised as trans-fat-free, high in vitamins or low in sugar or contains omega-3s, it must be healthy and will help you lose weight.

Why do we shift obsessions from fat to carbs to trans fats?
It's easier to talk about the nutrient du jour than dietary patterns. But it's patterns that really affect your health.

—By Claudia Wallis

PETER MENZEL



Marion Nestle is stumped.

We have entered a Safeway supermarket in Berkeley, Calif., and this noted scholar of American nutrition can't make head or tail of the place. "Very unusual—not very inviting," she sniffs, eyeing checkout counters that seem to pose a barrier to entry. "Where's the produce?" It is then that we realize we have come in via the exit. We re-enter through the correct door, and at once the layout conforms to the immutable laws of grocery-store geometry. The colorful produce and flowers pull us into a world of plenty. Now Nestle is in her element. ■ An N.Y.U. professor, Nestle (rhymes with wrestle) has just published *What to Eat: An Aisle-by-Aisle Guide to Savvy Food Choices and Good Eating*. To write the 600-page tome, she spent a year examining the world of groceries. "It's not exactly the great Western novel," she concedes, but it has its own fascination, breaking the code of an utterly familiar yet beguiling institution. *TIME* quizzed Nestle in the aisles at Safeway. For a more panoramic overview, turn the page.



Health Hunt

Finding a nutritious route through a grocery store isn't easy. You will have to pass tens of thousands of enticing items, most designed and displayed to encourage you to buy more than you probably need. Here's a guide, based on Marion Nestle's new book, *What to Eat* (North Point Press), to help you avoid the biggest traps

1 Impulse buys

The first thing you will see is usually something bright, fragrant and tempting—often fresh flowers or produce

6 Prepared food

Two challenges: you often don't know how fresh it is or how it was prepared. Portions tend to be larger than you need

7 Fish The good: low saturated fat, best source of heart-healthy omega-3 fatty acids. The bad: contamination from methylmercury and PCBs poses risks, especially to pregnant women

1 Prepared Foods, Fruit

2 Frozen Desserts, Vegetables

2 The long walk The long center aisles force you to walk past lots of things you didn't know you wanted until you saw them

3 Processed food

Convenience often means dietary danger. Read the labels to see how much fat, sugar and salt you will be getting

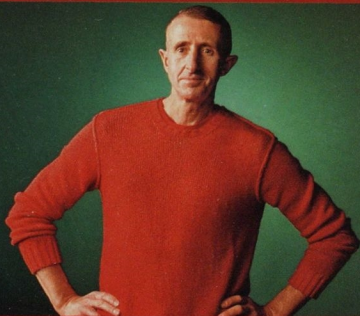
4 Frozen food

Freezing doesn't diminish the value of fruit and vegetables. Short ingredient lists most often mean healthier food

5 Oils They're all fats, and they all contain 120 calories per tablespoon. In general, avoid hydrogenated oils, which are high in unhealthy trans-fatty acids

8 Meat "Natural" (an ad hoc voluntary system) is not the same as "organic" (strict guidelines and certification). All meat has vitamins and minerals but is high in saturated fat. To cut fat, try skinless chicken

Cholesterol comes from 2 sources: Food and Family



VYTORIN treats both

You probably know that cholesterol comes from food. But what you might not know is that your cholesterol has a lot to do with your family history. VYTORIN treats both sources of cholesterol.

A healthy diet is important, but when it's not enough, adding VYTORIN can help. VYTORIN helps block the absorption of cholesterol that comes from food and reduces the cholesterol that your body makes naturally.

In clinical trials, VYTORIN lowered bad cholesterol more than Lipitor alone. VYTORIN is a tablet containing two medicines: Zetia® (ezetimibe) and Zocor (simvastatin).

Important information: VYTORIN is a prescription tablet and isn't right for everyone, including women who are nursing or pregnant or who may become pregnant, and anyone with liver problems. Unexplained muscle pain or weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away. VYTORIN may interact with other medicines or certain foods, increasing your risk of getting this serious side effect. So, tell your doctor about any other medications you are taking.

To learn more, call 1-877-VYTORIN or visit vytorin.com. Please read the Patient Product Information on the adjacent page.

Continue to follow a healthy diet, and ask your doctor about adding VYTORIN.



MERCK / Schering-Plough Pharmaceuticals

To find out if you qualify, call 1-800-347-7503.

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VYTORIN
(ezetimibe/simvastatin)

Treat the 2 sources of cholesterol.

4

Cereal
Breakfast Bars

5

Canned
Goods
Cookies

6

Snacks
Chips

7

Beverages
Juice
Bottled Water

8

Bread
Wheat
White**12 Canned goods**

Vegetables can retain much of their nutrients but come with lots of added sodium. Soups tend to have high salt content

11 Adult cereals

Be wary of health claims on boxes. One trick: the healthier ones tend to be the hardest to reach. Look for high fiber and no added sugars

10 Kids' cereals

They're often placed at a child's eye level, and their packaging is designed to entice. Nearly all are loaded with sugars and other additives

9 Aisle ends High-profit items are placed for maximum temptation. Studies show that people buy two unlisted items for every item on their shopping list

13 Salty snacks

Companies pay to display vast quantities of these highly profitable foods. The price to you: lots of calories, too much salt and virtually no nutrients

14 Soda Soft

drinks are the biggest source of sugars in American diets. Fruit drinks aren't necessarily better. They often have more added sugars than soda

15 Bottled water

Tap water in the U.S. is safe to drink, and it's cheap. Bottled waters are expensive and very profitable, and 40% of them started out as—yes—tap water

23 Checkout You're almost done, but there's one last row of temptations. Why not buy a red-bordered, paper-based mind nutrient instead of candy?

22 Bread White bread is softer, but it has fewer nutrients than whole wheat. To get the full benefit, look for "100% whole wheat flour" and the shortest list of ingredients

21 Does organic matter? Nutritionally, probably not. But organic produce is grown without pesticides, and the farms must follow strict guidelines

19 Fruit For stores, appearance is what matters, not taste. The farther a piece of fruit had to travel, the less likely it is to be fresh. That's why most stores don't tell you where something came from

18 Portions Buying large sizes may be cheaper, but if you have more you will probably consume more. Look at the "servings per container" on the label, then multiply to get a true picture of the calories inside

16 Dairy It's not the only good source of calcium, but if you like milk, choose nonfat. Beware the added sugar in most yogurts. Consider them dessert

20 Vegetables Your mother was right: eat your greens. They're very good for you, and they're economical too. Five or more servings a day seems to cut cancer risk

17 Bakery The sights and smells are designed to draw you in and encourage you to linger and buy on impulse. But remember, these goodies are just desserts or treats

VYTORIN® (ezetimibe/simvastatin) Tablets

Patient Information about VYTORIN (VI-tor-in)

Generic name: ezetimibe/simvastatin tablets

Read this information carefully before you start taking VYTORIN. Review this information each time you refill your prescription for VYTORIN as there may be new information. This information does not take the place of talking with your doctor about your medical condition or your treatment. If you have any questions about VYTORIN, ask your doctor. Only your doctor can determine if VYTORIN is right for you.

What is VYTORIN?

VYTORIN is a medicine used to lower levels of total cholesterol, LDL (bad) cholesterol, and fatty substances called triglycerides in the blood. In addition, VYTORIN raises levels of HDL (good) cholesterol. It is used for patients who cannot control their cholesterol levels by diet alone. You should stay on a cholesterol-lowering diet while taking this medicine.

VYTORIN works to reduce your cholesterol in two ways. It reduces the cholesterol absorbed in your digestive tract, as well as the cholesterol your body makes by itself. VYTORIN does not help you lose weight.

Who should not take VYTORIN?

Do not take VYTORIN:

- If you are allergic to ezetimibe or simvastatin, the active ingredients in VYTORIN, or to the inactive ingredients. For a list of inactive ingredients, see the "Inactive ingredients" section at the end of this information sheet.
- If you have active liver disease or repeated blood tests indicating possible liver problems.
- If you are pregnant, or think you may be pregnant, or planning to become pregnant or breast-feeding.

VYTORIN is not recommended for use in children under 10 years of age.

What should I tell my doctor before and while taking VYTORIN?

Tell your doctor right away if you experience unexplained muscle pain, tenderness, or weakness. This is because on rare occasions, muscle problems can be serious, including muscle breakdown resulting in kidney damage.

The risk of muscle breakdown is greater at higher doses of VYTORIN.

The risk of muscle breakdown is greater in patients with kidney problems.

Taking VYTORIN with certain substances can increase the risk of muscle problems. It is particularly important to tell your doctor if you are taking any of the following:

- cyclosporine

- danazol
- antifungal agents (such as itraconazole or ketoconazole)
- fibric acid derivatives (such as gemfibrozil, bezafibrate, or fenofibrate)
- the antibiotics erythromycin, clarithromycin, and telithromycin
- HIV protease inhibitors (such as indinavir, nelfinavir, ritonavir, and saquinavir)
- the antidepressant nefazodone
- amiodarone (a drug used to treat an irregular heartbeat)
- verapamil (a drug used to treat high blood pressure, chest pain associated with heart disease, or other heart conditions)
- large doses (≥ 1 g/day) of niacin or nicotinic acid
- large quantities of grapefruit juice (> 1 quart daily)

It is also important to tell your doctor if you are taking coumarin anticoagulants (drugs that prevent blood clots, such as warfarin).

Tell your doctor about any prescription and nonprescription medicines you are taking or plan to take, including natural or herbal remedies.

Tell your doctor about all your medical conditions including allergies.

Tell your doctor if you:

- drink substantial quantities of alcohol or ever had liver problems. VYTORIN may not be right for you.
- are pregnant or plan to become pregnant. Do not use VYTORIN if you are pregnant, trying to become pregnant or suspect that you are pregnant. If you become pregnant while taking VYTORIN, stop taking it and contact your doctor immediately.
- are breast-feeding. Do not use VYTORIN if you are breast-feeding.

Tell other doctors prescribing a new medication that you are taking VYTORIN.

How should I take VYTORIN?

- Take VYTORIN once a day, in the evening, with or without food.
- Try to take VYTORIN as prescribed. If you miss a dose, do not take an extra dose. Just resume your usual schedule.
- Continue to follow a cholesterol-lowering diet while taking VYTORIN. Ask your doctor if you need diet information.
- Keep taking VYTORIN unless your doctor tells you to stop. If you stop taking VYTORIN, your cholesterol may rise again.

What should I do in case of an overdose?

Contact your doctor immediately.

What are the possible side effects of VYTORIN?

See your doctor regularly to check your cholesterol level and to check for side effects. Your doctor may do blood tests to check your liver before you start taking VYTORIN and during treatment.

In clinical studies patients reported the following common side effects while taking VYTORIN: headache and muscle pain (see What should I tell my doctor before and while taking VYTORIN?).

The following side effects have been reported in general use with either ezetimibe or simvastatin tablets (tablets that contain the active ingredients of VYTORIN):

- allergic reactions including swelling of the face, lips, tongue, and/or throat that may cause difficulty in breathing or swallowing (which may require treatment right away), rash, hives; joint pain; alterations in some laboratory blood tests; liver problems; inflammation of the pancreas; nausea; gallstones; inflammation of the gallbladder.

Tell your doctor if you are having these or any other medical problems while on VYTORIN. This is not a complete list of side effects. For a complete list, ask your doctor or pharmacist.

General Information about VYTORIN


Medicines are sometimes prescribed for conditions that are not mentioned in patient information leaflets. Do not use VYTORIN for a condition for which it was not prescribed. Do not give VYTORIN to other people, even if they have the same condition you have. It may harm them.

This summarizes the most important information about VYTORIN. If you would like more information, talk with your doctor. You can ask your pharmacist or doctor for information about VYTORIN that is written for health professionals. For additional information, visit the following web site: vytorin.com.

Inactive ingredients:

Butylated hydroxyanisole NF, citric acid monohydrate USP, croscarmellose sodium NF, hydroxypropyl methylcellulose USP, lactose monohydrate NF, magnesium stearate NF, microcrystalline cellulose NF, and propyl gallate NF.

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 MERCK / Schering-Plough Pharmaceuticals

Manufactured for:
Merck/Schering-Plough Pharmaceuticals
North Wales, PA 19454, USA

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Does MY DIET Fit My GENES?

The new science of nutrigenomics has some answers. It explains why fat and caffeine are worse for some than others

BY CHRISTINE GORMAN

You are what you eat, or so the saying goes. But a new generation of molecular biologists is starting to give that old adage a decidedly high-tech twist. By combining the latest discoveries in human genetics with a deeper understanding of the hundreds of compounds found in food, investigators have begun to tease apart some of the more complex interactions between your diet and your DNA. ■ In the process, they hope eventually to give consumers more personalized advice about what to eat and drink to stave off heart disease, cancer and other chronic conditions of aging. "We are trying to put more science behind the nutrition,"

says Jose Ordovas, a geneticist at the Friedman School of Nutrition at Tufts. "We want to finally understand why nutrients do what they do and to whom—why a low-fat diet may not work for some but works for others."

Do you drink three cups or more of coffee a day? Genetic tests can now determine whether you—like approximately 10% to 20% of the population—have a specific genetic variation that makes it harder for your body to absorb calcium in the presence of caffeine, thus increasing your rate of bone loss.

Are you getting enough folic acid, found in beans, peas and fortified grains? Researchers have learned that many people have a genetic predisposition that puts them at greater risk of developing heart disease because they need more folic acid than the average person to maintain normal blood chemistry.

Would a high-fat diet be particularly damaging to your health, given your genetic makeup? About 15% of folks are born with a form of a liver enzyme that causes their HDL, or good cholesterol, level to go down in response to dietary fat. In most people the HDL level goes up, counterbalancing some of the bad effects of dietary fat on LDL—the dangerous cholesterol.



This area of research is so new, there's still a bit of a debate over what exactly to call it. Nutritional genetics? Nutrigenomics? Nutrigenomics? But by any name, the field is growing fast. Indeed, some start-up companies simply aren't waiting for all the scientific mysteries and subtleties to be worked out and have begun to offer tests for a limited number of gene-nutrient interactions directly to

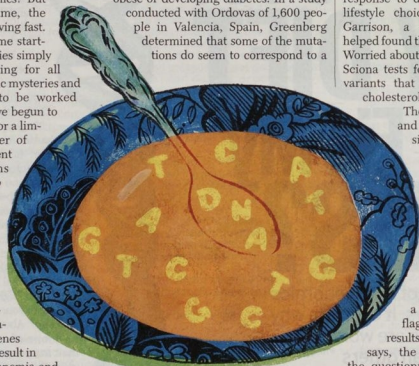
consumers.

None of those genetic variations are immediately life threatening. In fact, most of them have no apparent effect. The variants are not like the mutations most of us learned about in school—alterations that cause entire genes or series of genes to malfunction and that result in diseases like sickle-cell anemia and cystic fibrosis. Instead the changes nutritional geneticists are looking for are more like normal variations in the correct spelling of a word—say, *theatre* or *theater*, depending on whether you speak the Queen's English or American. “We all have these variants in our genes,” says Ray Rodriguez, a geneticist at the University of California at Davis. “And they affect how we absorb, utilize and store various nutrients.”

In the case of genes, of course, the alphabet contains just four letters, or bases: A, T, C and G (for adenine, thymine, cytosine and guanine). “A gene has millions of bases,” says Dr. Andrew Greenberg, director of the Obesity and Metabolism Laboratory at Tufts University. “We’re trying to find what’s called a single-nucleotide polymorphism, which is a single change in the DNA, a single base.” Sometimes a single-nucleotide polymorphism (or SNP, pronounced *snip*) leads to the production of a slightly different version of a protein or enzyme. Sometimes that kind of change causes a shift in an individual’s biochemistry or metabolism, but most of the time it doesn’t.

Greenberg’s research is focused on a protein called perlipin, which coats the surface of stored fat in fat cells. “I know

perlipin helps regulate the breakdown of fat,” he explains. But Greenberg is trying to find out whether there are normal variations in the gene that codes for perlipin that affect a person’s risk of becoming obese or developing diabetes. In a study conducted with Ordovas of 1,600 people in Valencia, Spain, Greenberg determined that some of the mutations do seem to correspond to a



thinner physique and reduced glucose and triglyceride levels. But other variations in the same gene seem to predispose women to be heavier and have less healthy results in blood tests.

That’s the tricky thing about this new, more individualized exploration of genetics. The effect of a polymorphism may vary depending on where in a gene it is found and the influence of other genes. And a particular alteration can have varying effects in different populations. For instance, a variant gene called apolipoprotein E4 seems to increase the risk of developing Alzheimer’s disease if you are Caucasian or Japanese but not if you are a black African. It’s important to know not only the SNPs but also their context to understand “who will respond and who will not respond,” says Ordovas.

And what if you can’t wait until the science is

settled? Well, you could always turn to one of the start-up biotech firms that are providing limited genetic testing for about \$250. “We have 19 genes we’ve identified that have a clear and defined response to diet and environmental or lifestyle choices,” says Rosalynn Gill-Garrison, a molecular biologist who helped found the Sciona company in 2000. Worried about that caffeine-calcium link? Sciona tests for that, as well as genetic variants that affect insulin sensitivity, cholesterol levels and more.

The test, which is sold online and at some drugstores, is simple. You use a special stick to swab the inside of your cheek, then send the sample off, along with a questionnaire about your diet and lifestyle, to Sciona’s laboratories in New Haven, Conn. Within three weeks, Sciona sends back a standard computerized analysis of your survey answers, with a few highlights from or red flags about the genetic-test results. For example, Gill-Garrison says, the company estimates from the questionnaire the amount of folic acid in your system. Then it tells you what level you should be aiming for, based on the results of your genetic test.

Sciona’s customers are going to have to wait a while for more comprehensive genetic exams. Researchers now have a good reference guide for the 25,000 or so genes of the human genome and the more than 3 million common variants that lurk within those genes. They still

need to figure out how all those genetic variables relate to health and disease. Add the fact that food is full of hundreds of bioactive compounds, each of which varies depending on where plants are grown or animals are raised, and you’ve got quite a lot of information to puzzle out. In the end, you’ll probably find out you still need to eat your broccoli. But at least you’ll have a better understanding of why. —With reporting by Jeninne Lee-St. John



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THIN CHEFS

Want to learn the secrets of willpower? Just ask a couple of slender women who spend their days surrounded by temptation

BY JOHN CLOUD

In the early 1960s, a Stanford psychologist named Walter Mischel began a series of famous experiments with snacks and kids. Mischel told his subjects they could have one little treat now or two if they waited awhile. The results varied widely. As Mischel and co-author Ozlem Ayduk note in their chapter of 2004's *Handbook of Self-Regulation*, the definitive psychology text on willpower, the very

idea of delayed gratification baffled kids under 4. But nearly 60% of 12-year-olds were able to wait the full 25 minutes until Mischel returned with the two promised sweets.

Mischel, who now teaches at Columbia, theorized that if he could focus attention on the delayed reward, he could get kids to wait longer. So in some experiments he kept the two treats visible. Sometimes he also placed the single snack next to the two others, to emphasize the bounty that patience offered. But he found that if the kids could see any of the treats, they broke down much faster.

The physical presence of a cookie or marshmallow seemed to allow what Mischel called its "hot" qualities—its yummy, consummatory immediacy—to overwhelm any cooling focus on doubled rewards in the future. At the end of the chapter, Mischel and

Ayduk note, disappointingly, that psychologists still don't have an answer to the most pressing question regarding self-regulation, one with great consequences for the nation's girth: Can willpower be taught?

But I think it can. Consider the cases of Giada De Laurentiis and Suzanne Goin, top chefs who, despite the hot rewards that surround them every day, manage to remain vanishingly thin. I wondered if, by examining how they do it, I might learn to deploy what psychologists call "effortful control" when passing the vending machine at 4 p.m.

De Laurentiis and Goin occupy completely different strata in the food world, but both are accomplished cooks. De Laurentiis, 35, is the host of a Food Network program, *Everyday Italian*, that has become so successful that it airs 14 times a week. She just finished a 34-city tour for *Giada's Family Dinners*, her second best seller in two years. On the day I joined the tour in the Bay Area last month, more than 1,200 people waited in line for up to three hours to see her. I heard half a dozen young women tell De Laurentiis they had enrolled in culinary school because of her. One young man was so awestruck that he blurted that De Laurentiis should leave her husband for him (which was all the more awkward since the husband in question, 42-year-





PICKY EATERS De Laurentiis, left, at a Santa Monica, Calif., farmers' market, and Goin, at her restaurant Lucques, indulge their desires, but they eat only the best and in moderation

old clothing designer Todd Thompson, was standing nearby).

Los Angeles chef Goin doesn't quite have De Laurentiis' effortless star power. She is 39 but talks like a teenager: in the course of a two-hour interview, she used *like* more than 200 times, as in, "I think all the diet stuff is, like, crazy." But Goin has roused the L.A. food scene with her restaurants Lucques and A.O.C. (which stands for *appellation d'origine contrôlée*, a French guarantee that a product was made in a certain area). Last month Goin was named best chef in California by the distinguished James Beard Foundation, which also

named her 2005 book, *Sunday Suppers at Lucques*, best professional cookbook.

De Laurentiis and Goin cook for different audiences, but both use butter, oil, cheese and chocolate with profligacy. A signature De Laurentiis dish is a homey chicken Tetrastini made with heavy cream and whole milk; Goin's book offers a *tarte au fromage* that contains a pound of ricotta inside an all-butter puff pastry, topped with not only lemon cream but also blueberry compote. There's something nearly carnal about all this full-fat food issuing from the kitchens of these gorgeous, tiny women. On a 2004 episode of *Everyday*

Italian, De Laurentiis made two rich stuffed pastas as well as cheese sticks "to sop up all the sauce ... Who doesn't love stuffed shells?" she asked in her sensual TV voice. "Goosey, aromatic cheese wrapped in a luxurious, firm pasta shell." Are we still talking about food here?

Like De Laurentiis, Goin is a slight, lovely woman, although for foodies and fellow chefs, her most alluring feature may be her hands, which are muscular, perdurable, earthy—the hands of a woman who can butcher a side of pig as easily as she can pluck the leaves from a gossamer sprig of thyme. Recently *Vogue* called her "the culinary world's answer to Audrey Hepburn." I would say she's more Katharine Hepburn, but the point is that both chefs project a sense that you can have

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your cake and hide it too. But how? Do they not eat their own food?

De Laurentiis' fans pose that question to her constantly. At a recent Q&A with 400 people in San Jose, Calif., the first questioner asked, "How do you stay so slender?" Everyone laughed. "How many of you want to [ask] that same question?" De Laurentiis wondered. At least 50 hands went up.

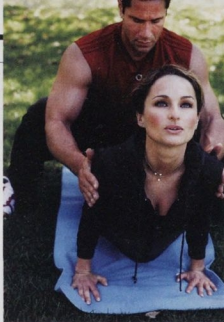
"Most of it is portion control," she answered. "Yes, I eat my own food. I do. But I don't eat a lot of it. And as you see in watching *Everyday Italian*, I take those little salad plates—you know, appetizer-sized plates—and that's the amount of food I eat ... And I eat multiple meals throughout the day. And I do work out—a novelty, I know. And it's also—my mother's tiny—it's also partly genetics."

That's not quite the full story. De Laurentiis exercises three days a week with Joseph Rivera, a Taekwondo black belt whose other clients have included a *Playboy* cover model. She also regularly walks along the beach near her Pacific Palisades, Calif., home for as long as two hours, which she admits can get "really freakin' boring."

"Why don't you run?" I ask. "It would be much more efficient."

"Um, I have larger breasts than some," she says with a smile that hovers between Hollywood pride and knowing self-deprecation. "And running is not good for them.")

De Laurentiis does eat her own food when she's taping her show; she doesn't spit it out after a take or force herself to vomit, as several fans have asked. But she's not often having stuffed shells and mopped-up sauce. The day we spent together, De Laurentiis had a little bit of oatmeal with maple syrup for breakfast and a Caesar salad with chicken for lunch, followed by several small sweets from a cake shop. At dinner, she ordered three more salads—although, to be fair, one was served with a tuna fillet and another was shared with the table. And she did scoop up every bite of her dessert, an espresso granita with whipped cream. Still, De Laurentiis turned down nearly all the many alimentary offerings routinely presented to famous chefs by fans and job seekers. Except for two bites of chocolate someone made



SMALL BITES AND DEEP BREATHS
To keep her slim figure, De Laurentiis works with a trainer and takes long walks

for her, De Laurentiis ate nothing from the many gift platters. In Mischel's terms, she has acquired "self-regulatory competence": she can cool the gluttonous impulses activated in our lizard brains when we see food.

Goin can do it too. When we had dinner, she ate from the seven-course menu enthusiastically. But it was her first and only meal of the day. During a 5½-hr. plane ride that day, she had consumed only nuts.

Paradoxically, De Laurentiis and Goin learned self-regulatory competence by exposing themselves to food all the time. If they were Mischel's kids, they would be sitting with the cookie in the room every day—and not just any cookie but one rich in fat and professionally baked to perfection. Actually, both chefs were once just like Mischel's weak-willed subjects. In Goin's first restaurant job, she would stand in the walk-in and eat so much ice cream with strawberries that she couldn't touch dinner. De Laurentiis was even worse. As a student at Le Cordon Bleu Paris, she often ate only what she cooked. "Some days were just pastry days," she says. "So Giada made about 50 croissants. Well, Giada ate 50 croissants." Eventually she gained 15 lbs. "It's taken me some time to learn to control myself," she says. But she did learn; her weight has been stable, at 117 lbs., for several years. (Goin thinks she

weighs 135 but says she doesn't regularly weigh herself.)

In some of his experiments, Mischel suggested to kids that they pretend the cookie is just a picture of a cookie, not the real thing. Those kids were able to wait longer than the kids in control groups. (As one child said, "You can't eat a picture.") But De Laurentiis' and Goin's experiences suggest that we might try another strategy, one whose short-term risks may impart a long-term lesson: let your lizard brain eat all the cookies you want until you realize how awful you feel. De Laurentiis says she was "constantly sick" in Paris. Goin, who is often recognized by fellow chefs at top restaurants and then bombarded with extra food, describes the experience of gorging herself at some of those restaurants as "the worst feeling in the world ... If you go to the French Laundry—the Napa Valley restaurant considered by some to be America's best—it's like you want to stop a third of the way through because it's so amazing ... By the end, you're like, 'Uncle. Stop.'" Not surprisingly, both De Laurentiis' and Goin's portions are somewhat smaller than what most chefs serve. Their books offer chicken recipes that specify tiny 3-oz. (De Laurentiis) and 5-oz. (Goin) morsels of fowl per guest.

Still, nearly everyone has eaten to the point of vomiting, yet many don't learn portion control. After their youthful bingeing, De Laurentiis and Goin intuited another important lesson: that some "cookies" were far better than others. "If I am really starving, I will eat airplane food," says Goin, grimacing. "But I would rather not eat the macadamia chicken on the airplane and [instead] get to have that super-good bread slathered with lardo," she adds, referring to the whipped cured pork fat served at the Manhattan restaurant Del Posto, where we were dining. Which suggests a new kind of diet plan: eat like these chefs. Become a food snob. You'll experience important culinary revelations: Those Entenmann's Softie Frosted Donuts in the vending machine? They're horrible. Gummy on the outside, dry on the inside. It's prison food. Wait instead for a nice plate of chicken Tetrastini when you get home. That is, a nice salad plate's worth. —With reporting by Alice Park



COCOA
As a hot drink or dark chocolate, cocoa is high in flavonoids and antioxidants and has been shown to lower blood pressure

The GRASS-FED Revolution

Beef raised wholly on pasture, rather than grain-fed in feedlots, may be better for your health—and for the planet

BY MARGOT ROOSEVELT • GRANDVIEW

Until he saw the light, Jon Taggart—6 ft. 5 in., jeans, white cowboy hat, Texas twang—was a rancher like any other in the southern Great Plains. He crowded his cattle onto pasture sprayed with weed killers and fertilizers. When they were half grown, he shipped them in diesel-fueled trucks to huge feedlots. There they were stuffed with corn and soy—pesticide treated, of course—and implanted with synthetic hormones to make them grow faster. To prevent disease, they were given antibiotics. They were trucked again to slaughterhouses, butchered and shrink-wrapped for far-flung supermarkets. “It

was the chemical solution to everything,” Taggart recalls.

Today his 500 steers stay home on the range. And they’re in the forefront of a back-to-the-future movement: 100% grass-fed beef. In the seven years since Taggart began to “pay attention to Mother Nature,” as he puts it, he has restored his 1,350 acres in Grandview, Texas, to native tallgrass prairie, thus eliminating the need for irrigation and chemicals. He rotates his cattle every few days among different fields to allow the grass to reach its nutritional peak. And when the steers have gained enough weight, he has them slaughtered just down the road. Finally, he and his wife Wendy dry-age and butcher the meat in their store,

and vegetables exploding into a multibillion-dollar market, grass-finished meat and dairy look like the next food frontier. In the past five years, more than 1,000 U.S. ranchers have switched herds to an all-grass diet. Pure pasture-raised beef still represents less than 1% of the nation’s supply, but sales reached some \$120 million last year and are expected to increase more than 20% a year over the next decade. Upscale groceries like Whole Foods and Trader Joe’s are ramping up grass-fed offerings, including imports from Australia and Uruguay. Last month the U.S. Department of Agriculture (USDA) proposed a certified grass-fed label to provide a federal standard.

Dr. Steve Atchley is one of many health-conscious carnivores fueling the trend. “I

Burgundy Boucherie. Twice weekly, they deliver it to customers in Fort Worth and Dallas happy to pay a premium for what the Taggarts call “beef with integrity—straight from pasture to dinner plate.”

Ranchers like the Taggarts are part of a growing revolt against industrial agriculture. With more consumers questioning how their food is grown and organic fruits

got tired of telling my patients they couldn’t eat red meat,” says the Denver cardiologist. So three years ago, he launched Mesquite Organic Foods, which sells grass-fed beef to 74 Wild Oats stores nationwide. The company, which contracts with ranches from South Texas to the Canadian border, has quadrupled sales since December. Mesquite’s ground beef is 65% lower in saturated fat and its New York strips are 35% lower than conventional beef, as measured by the USDA. “Any feedlot-fattened animal has a much higher level of saturated fat than a forage-fed steer,” says Atchley.



GRANT TURNER FOR TIME 22



It makes sense. Grass is a low-starch, high-protein fibrous food, in contrast to carbohydrate-rich, low-fiber corn and soybeans. When animals are 100% grass-fed, their meat is not only lower in saturated fats but also slightly higher in omega-3 fatty acids, the healthy fats found in salmon and flaxseed, which studies indicate may help prevent heart disease and bolster the immune system. Ground beef and milk from grass-finished cattle also have more conjugated linoleic acid (CLA), which recent data suggest may help prevent breast cancer, diabetes and other ailments. Moreover, grass-finished meat is higher than grain-finished meat in vitamin A and vitamin E, two antioxidants thought to boost resistance to disease. "Grass-fed meat is beef with benefits," says nutritionist Kate Clancy, author of a recent Union of Concerned Scientists (UCS) report. UCS, a Washington-based non-profit, reviewed scores of studies and concluded that a change from grain-based feedlots back to a purely pasture-based system "would be better for the environment, animals and humans."

Radical as that scenario may seem, it was only after World War II that the U.S. began confining cattle in factory farms that can fatten 50,000 head a year on high-calorie grain. Until then, cattle grazed on grass their full lives—as they still mostly do in Europe, South America, New Zealand and other beef-producing nations. The new U.S. system grew thanks to vast surpluses of government-subsidized corn and soybeans, produced with modern petroleum-based fertilizers. Tradi-

FROM PASTURE TO PLATE Jon and Wendy Taggart, left, sell their 100%-grass-fed beef at their Grandview shop. Their black Angus, below, eat the diet cattle were meant to eat



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tionally, steers had taken three to four years to fatten on pasture. Today they grow to slaughter size in less than two years—an efficient industrial process that has transformed beef from a luxury meal into a cheap fast food.

And feedlot beef has the taste and uniformity that U.S. consumers have come to expect. Grass-fed meat, by contrast, varies

according to the breed of cattle and the pasture on which it was raised. The National Cattlemen's Beef Association (NCBA), which represents ranchers and feedlots, welcomes grass-finished beef as another market choice but contends that it is no healthier than grain fed. NCBA nutritionist Mary Young acknowledges that grass-fed beef has "slightly" more omega-3 fats than grain fed but says the amount is negligible compared with those in salmon, which has 35 times more. And while grass-fed beef has more CLA, she says, scientists have yet to determine exactly how much is needed for human health. According to the NCBA, growth hormones leave only "minuscule" traces in beef and, by law, meat cannot be sold with antibiotic residues. "All beef, no matter how it's raised, can be part of a lean, low-fat lifestyle," says Young, noting that there are 29 lean cuts of beef, from flank steak to tenderloin.

But feeding steers grain and supplements can create safety issues—for cattle and humans. Biologically, cattle are ruminants, exquisitely evolved to graze grass, and researchers have found that a grain diet raises the acidity in steers' guts. This breeds an acid-resistant form of *E. coli* that can spread from feces-contaminated carcasses to meat. Although USDA inspections are supposed to detect *E. coli*, the system is not perfect. In 1993, 600 people in Seattle got sick and three children died after eating *E. coli*-tainted hamburger. Since then, outbreaks have triggered more recalls and led to a federal recommendation that consumers cook beef thoroughly. According to USDA research, more than half of grass-fed cattle have been found to have acid-resistant *E. coli* in their feces; the proportion drops to 15% if they are switched to hay.

Mad-cow disease, which can jump to humans in the form of a fatal brain illness, is another concern. It's believed to be a product of serving cattle parts to cattle. The practice was banned in the U.S. in 1997, but beef tallow is still allowed in feed (along with other "supplements" like chicken



The Lure of the 100-Mile Diet

feathers)—a source of continuing controversy.

By many accounts, the grain diet contributes to one more public-health problem. Overuse of antibiotics has caused more and more bacteria to become resistant to treatment, a factor in the deaths of more than 60,000 Americans each year. An estimated 70% of the nation's antibiotics are fed to livestock and poultry to prevent illnesses and promote growth. Some 300 organizations, including the American Medical Association, have called for an end to nontherapeutic use of antibiotics in animal feed. The NCBA counters that antibiotics are judiciously applied. But the line between necessary treatment and routine use is blurred by the fact that a grain-based diet often leads to stomach ulcers and liver abscesses in cattle—a problem that has fueled the wrath of animal-rights groups. Grass-fed steers rarely require antibiotics.

Consumers seeking to avoid chemicals have turned to certified-organic beef in recent years, but often it is merely feedlot beef that is fed pesticide-free grain. Grass-fed advocates say such beef does not offer the improved fat profile and other benefits of pasture-raised cattle. A fight has erupted recently over whether milk from feedlot cows can legally bear the USDA organic label. "We need to raise animals on species-appropriate diets," says Jo Robinson, founder of Eatwild.com, a website that links consumers to some 800 grass-fed-beef ranches.

Allen Williams, an industry consultant, pegs the potential for grass fed at 20% of the beef market—but supply is nowhere near demand. Grass-fed beef can cost from 20% to 100% more than feedlot beef, reflecting in part a longer growth cycle. And quality can be a problem. Bonnell's, a Fort Worth restaurant, sells 65 Taggart steaks a week. "Our customers rave about its tenderness and nutty flavor," says chef Jon Bonnell. But some grass-fed meat is too tough. And it's not easy to revive the art of producing tasty pasture-raised beef. It requires not only rotational grazing but also the genes that allow animals to fatten naturally on grass. Bill Kurtis, a former CBS newsmen, launched the Talgrass Beef Co., which sells on the Internet. "We searched for purebred Angus with genes that date to the Mayflower," he says.

At the Taggart ranch, the black Angus swish their tails contentedly. And the Taggarts are content too. Since they switched to pasture, they have doubled their income. More than 1,000 customers are in their database, and they are planning a store in Dallas with grass-fed lamb, pasture-based cheese, and classes on slow-cooking grass-fed beef. Says Wendy Taggart: "People are tuning in to what I call real food."

If you live in the town of Athens in southeastern Ohio, there are politically correct reasons not to eat a California strawberry. Think of the pollution and the global warming caused by its transport. Think of the ascendancy of corporate agribusiness over family farms. Think of the loss of nutrients during a weeklong journey from soil to supermarket. But to Barbara Fisher, an Athens cooking teacher, there's a more primal motive for choosing a homegrown variety over the "beautiful, flavorless, plastic" kind shipped from California: "When people bite into ripe strawberries from a local farmer and the sweet juice bursts into their mouths, their eyes roll back into their heads, and they moan."

Fisher is one of more than 1,000 "locavores," self-styled concerned culinary adventurers, who took the pledge last month to eat nothing—or almost nothing—but sustenance drawn from within 100 miles of their home. The movement began last year when four San Francisco-area foodies designated August 2005 as the first Eat Local Challenge and launched a website, Locavores.com. They were inspired by the book *Coming Home to Eat*, ecologist Gary Paul Nabham's account of his yearlong effort to restrict himself to native foods near his Arizona home. Soon some 60 bloggers had joined the 100-mile diet, inaugurating their own website, EatLocalChallenge.com. This year they upped the ante, moving the test to the less bounteous month of May. "With gas prices spiking, people are concerned about our dependence on petroleum," says Locavores co-founder Jessica Prentice. "Why import apples from New Zealand when we can grow them nearby?"

Food sold in U.S. supermarkets averages some 1,500 miles from farm to plate—a 25% increase from 1980, according to Worldwatch Institute, a Washington nonprofit. Increasingly, even certified-organic produce is grown on vast monoculture spreads, many of them overseas, and shipped long distances. So consumers seeking to eat ethically and preserve farmland around their cities are embracing locally grown food as the eco-healthy



HOMEOWN Fisher, enjoying the best that her neighborhood has to offer

PHOTO BY JEFFREY M. HARRIS

choice. Farmers' markets are thriving, along with community-supported agriculture, through which people subscribe to a monthly produce basket. And on locavore websites, converts swap shopping tips (Goatsbeard Farm feta from a Missouri cook) and recipes (cheese grits via a Georgia blogger who plugs a stone-ground variety from a mill powered by a mule named Luke). Some boast of eating local on a budget—\$8.34 a day in the case of an Oakland, Calif., activist who got by on sorrel-potato soup and honey-sweetened cookies for dinner. But she confesses, "Let's face it,

I can't go without chocolate forever!" For others, coffee is the biggest sacrifice.

Pat McGovern, a retired teacher in Lebanon, N.H., took a spartan approach last year, giving up coffee in favor of mint tea and hot cider and forgoing spices. She says, "What I missed most was black pepper." This year she and 20 friends went all local for a week in January—hardly a season of plenty in New England. It wasn't so bad, what with baked squash, wheat-berry porridge, Vermont-cheese fondue, Indian pudding, parsnips, maple-apple pie and even elk and emu meat. But now that they have nothing to prove, they're reverting to August, as are two Vermont groups. Why make the effort at all? McGovern says she feels powerless to fight the globalization of the food supply. "But locally, I can vote with my food dollar three times a day—breakfast, lunch and dinner."

Embracing a one-month 100-mile diet inspires many locavores to eat more seasonally year-round, feasting on vine-ripened tomatoes in summer and crisp apples in the fall. And they are seeking to expand their movement by relaxing the rules a bit. "I'd rather seduce with a stalk of asparagus than preach denial," says Fisher, who refuses to give up rice or tropical fruit. "I don't deny myself anything that isn't grown in Ohio," she explains. "Humans have traded foodstuffs with each other since Neolithic times." In her corner of Appalachia, she has found tofu made from local soybeans, bacon from nearby pigs and aquaculture shrimp. She forages for wild leeks to make pesto. But sometimes she wonders, "Maybe I have a weird idea of fun?" —By Margot Roosevelt



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- Tell your doctor if you have liver problems. AVODART may not be right for you.

How should I take AVODART?

- Take 1 AVODART capsule once a day.
- Swallow the capsule whole.
- You can take AVODART with or without food.
- If you miss a dose, you may take it later that day. Do not make up the missed dose by taking 2 doses the next day.
- You may find it helpful to take AVODART at the same time every day to help you remember to take your dose.

What are the possible side effects of AVODART?

Possible side effects are impotence (trouble getting or keeping an erection), a decrease in libido (sex drive), enlarged breasts, a decrease in the amount of semen released during sex, and allergic reactions such as rash, itching, hives, and swelling of the lips or face. These events occurred infrequently.

Talk with your doctor if you have questions about these and other side effects that you think may be related to taking AVODART.

How should I store AVODART?

AVODART is a soft gelatin capsule that may become soft and leak or may stick to other capsules if kept at high temperatures. Store AVODART capsules at room temperature of 77°F (25°C) or lower.

If your capsules are cracked or leaking, don't use them, and contact your pharmacist.

General information about AVODART.

- Do not use AVODART for a condition for which it was not prescribed.
 - Do not share your AVODART.
 - Ask your doctor about how often you should return for a visit to check your BPH.
 - A blood test called PSA (prostate-specific antigen) is sometimes used to detect prostate cancer. AVODART will reduce the amount of PSA measured in your blood. Your doctor is aware of this effect and can still use PSA to detect prostate cancer in you.
- If you have questions about AVODART, ask your doctor or pharmacist. They can show you detailed information about AVODART that was written for healthcare professionals.

How does AVODART work?

Prostate growth is caused by a hormone in the blood called dihydrotestosterone (DHT). AVODART lowers DHT production in the body, leading to shrinkage of the enlarged prostate in most men. Just as your prostate became large over a long period of time, reducing the size of your prostate and improving your symptoms will take time. While some men have fewer problems and symptoms after 3 months of treatment with AVODART, a treatment period of at least 6 months is usually necessary to see if AVODART will work for you. Studies have shown that treatment with AVODART for 2 years reduces the risk of complete blockage of urine flow (acute urinary retention) and/or the need for surgery for benign prostatic hyperplasia.



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Tim McGraw and Faith Hill's Neighbor's Keeper Foundation
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If this year's benefit and special performance were more intimate, your table would be the stage. Please support Tim McGraw and Faith Hill at Tavern on the Green on June 22nd to help the Neighbor's Keeper Foundation which provides funding for the purchase of goods and services designed to directly impact those in need. Other charities in Samsung's Four Seasons of Hope that are dedicated to helping those in need are proudly led by Joe Torre, Boomer Esiason, Dan Marino, Jon Bon Jovi, Rudy Giuliani, Arnold Palmer, Wayne Gretzky and Magic Johnson. To find out how to donate or to attend this once in a lifetime intimate event, visit www.fourseasonsofhope.com or email fsoldinnergala@comcast.net.



NEIGHBOR'S KEEPER
FOUNDATION



How Sweet It Isn't

If artificial sugar is so splendid, why aren't we thin?

BY SORA SONG

The scene could have passed for a paid advertisement: a barista at a New York City coffee bar informed a customer that the café had run out of Splenda, the sugar substitute in the bright yellow packets. To the customer, it was tantamount to betrayal. "Are you very sure?" he asked, offering to settle for Equal or Sweet'n Low. But all that was left was sugar. The man shook his head (sugar!), pushed his cup back across the counter and demanded a refund.

cause cancer in rats, although human studies have shown no such link. The Food and Drug Administration says these high-intensity sweeteners—along with sucralose (Splenda)—pose no threat to human health. Most nutrition experts are willing to go along with that—

with caveats. "I suspect that if there were anything bad we would have found it by now," says Kelly Brownell, director of Yale's Rudd Center for Food Policy

In nature, the sweeter the food, the greater the calories. Humans have adapted over millions of years to seek out food that tastes sweet, and not just for survival. Eating sweets can reduce levels of stress hormones, calm babies and relieve pain. Some experts suspect, however, that our desire for sweet things has been reinforced—and perhaps even intensified—by our environment. Susan Schiffman, a professor of medical psychology at Duke University Medical Center, has found that African Americans and Hispanics like their food significantly sweeter than the rest of the population—a result she suspects is from campaigns that market high-sugar grape and orange sodas to predominantly ethnic populations.

Other experts speculate that the whole American diet may be calibrated to an artificially high level of sweetness, and that we may be in danger of generalizing our propensity for sweets—artificial or otherwise—to everything we eat. "Why do we have so much sugar in things like peanut butter?" Brown-



It's a sentiment echoed by millions of Americans who are fanatical about getting their sweets—just as long as the sweets come sugar-free. By 2004, 180 million Americans were buying sugar-free products, according to a national survey by the Calorie Control Council, up from 109 million in 1991. A 2005 report by ACNielsen found that while the low-carb craze was fading, low-sugar packaged items represented the second-fastest-growing segment (behind organics) in the good-for-you product industry.

Cutting out sugar sounds like a winning strategy for a country that's 66% overweight or obese, but are sugar substitutes in fact good for you? The scientific record is less than absolute. Past studies of saccharin and aspartame, packaged as Sweet'n Low and Equal, respectively, suggested that large doses could

and Obesity. "My real concern would be with children. Heavy-duty sweeteners haven't been proved to be unsafe, but I'm not convinced that they're safe."

It's also unclear whether switching to artificial sweeteners helps you lose weight, though a glance at our collective potbelly suggests that it doesn't. Some researchers think artificial sweeteners may actually interfere with our efforts to diet. A 2004 study by psychologists at Purdue University found that when rats were fed artificially sweetened liquids for 10 days, they lost their innate ability to gauge the calorie content of foods containing real sugar.

ell asks. "Why do they put sugar in soups?"

You can't take the sugar out of soup, of course, but you don't have to add to the trough. The key, as always, is to read labels and distinguish fact from marketing fiction. Low-sugar Froot Loops, for example, have a third less sugar than the original. But if you think the new version packs fewer calories or better nutrition, think again. "They aren't able to turn a sow's ear into a silk purse," says Michael Jacobson of the Center for Science in the Public Interest, "but at least they succeeded in putting lipstick on the pig." ■

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Retooling SCHOOL LUNCH

How two communities are working to serve kids fresher, healthier food—and then actually get them to eat it

BY AMANDA BOWER

It's lunch hour on a luminous spring day at Berkeley High School's open campus—the perfect time to stroll to Extreme Pizza on nearby Shattuck Avenue, grab a Coke, order some pizza heaped with sausage and sit in the California sun. But in Berkeley High's lunchroom, lines of students are waiting patiently for—get this—cafeteria food. The longest line—now get this—is for salad. “This is only my second time eating school lunch,” says junior Fennis Brown, 17. “I’ve always been put off by cafeteria food. But when I saw a friend eating it, I thought, That looks like it could come from any good restaurant. And it’s cheaper and easier than eating off campus.” ■ Such words herald a small battle won in the big food fight erupting over U.S. lunchrooms. With childhood-obesity rates zooming—more than a three-

fold increase in 30 years—schools are under pressure from parents, health officials and legislators to serve something more wholesome than greasy burgers and Tater Tots. Across the U.S., administrators are banning deep-fat fryers from cafeteria kitchens. Sodamakers agreed last month to stop selling their sugary, fizzy products in schools.

But bans are easy compared with changing how kids eat. How do you eliminate junk yet create meals that stay within tight budgets and satisfy fickle tastes? To find out, TIME went behind the lunchroom counter in two communities: Berkeley, Calif., where a well-funded program is converting students like Brown; and Shawnee, Okla., where financial and cultural pressures mean that change will come more slowly.

The Cafeteria Crusader When Ann Cooper, Berkeley schools' director of nutrition services, sees the long lines in Berkeley High's cafeteria, she races behind a counter, grabs a pair of tongs and starts mixing made-to-order, all-organic salads. Only after the rush does she let herself gloat. “Yes!” she shouts, pounding

DAVID PAUL MORRISON FOR TIME

her palm with her fist. "We had to have four people making salads, and there was no one waiting for pizza! This happened organically. I couldn't take their pizza away from them, but now they're doing it themselves."

It didn't really happen organically. Over the past decade, Berkeley has become a paragon of school-lunch reform, thanks to the woman who helped hire Cooper—California cuisine pioneer Alice Waters. "We have to go into the public-school system and educate children when they're very young," says Waters, whose famed Berkeley restaurant, Chez Panisse, features seasonal meals made from local produce. Waters started educating children 10 years ago, creating the Edible



SNACKS
In response to concerns about obesity among kids, food companies now market 100-calorie snack packs. But fruit is a healthier bet

ably the best-paid food-services director in the country: her \$95,000 salary plus generous benefits is covered by Waters' Chez Panisse Foundation, which sees Berkeley as the launchpad for a nationwide revolution. Cooper's district is also unusual in allowing her to rack up a \$250,000-a-year loss. Still, she believes Berkeley's model is exportable, primarily because raw ingredients can be cheaper than processed food; the trick is to teach cafeteria cooks around the nation how to buy, store and prepare them. Meanwhile, she says, she's got more local problems to solve—like what to do with all

meals often backfires," she says. "Fewer children choose to eat with us."

Her challenge isn't just to get the kids to eat healthy, but also to make money. When Taylor took the job 14 years ago, she was told she had to turn a profit in her first year or find a new employer. The dietitian turned marketer has stayed in the black ever since. But balancing her budget while trying to boost nutrition in the 2,600 lunches served daily is tough. Mixed salad greens cost 13¢ more per serving than iceberg lettuce; a whole-wheat bun costs 5¢ more than a white one. Like every other U.S. school district, Shawnee gets no more than \$2.34 per day per child from the Federal Government to provide lunch to the poorest kids. The state of Oklahoma kicks in an additional half a cent per head. The rest of the budget must come from wealthier kids who choose to buy school lunch and snacks.

Ironically, Taylor relies on junk-food sales to make her menu healthier. "This is where I make money," she says, her hand on a packet of Cool Ranch Doritos. "That money allows me to buy more fresh fruit and vegetables." Taylor makes other food healthier by stealth. Chicken nuggets are baked, not fried—a switch she made over spring break so kids would be less likely to notice. Pizza is topped with low-fat cheese, and the crust is whole wheat. She calls vegetarian beans "pork and beans" since, she says, "in Oklahoma no one knows what 'vegetarian beans' means."

Fast-food-style marketing tricks, such as silver burger wrappers and plastic salad shakers, cost a little extra, but they boost sales. (When the shakers ran out at the middle school, salad sales dropped from 30 a day to 0.) The cafeterias resemble local eateries too. The Cub's Den at Shawnee Middle School looks just like a food court at a mall. Taylor has similarly revamped the serving areas at the high school—South of the Border serves Tex-Mex; Grandma's Corner has home-style cooking. Marketing is a necessity. "We're a business," Taylor says. "If your customers don't eat with you, you don't stay in business." —With reporting by Jeff Chu/New York

◀ MALCOLM X ELEMENTARY

One of the schools where Berkeley kids learn how to grow and eat healthy, seasonal food. Now cafeterias are serving fresh local foods too



PHOTO: BOB ARMBRIST/CONTOUR

▲ SHAWNEE MIDDLE SCHOOL

The food court looks just like the mall—but the meals are healthier. Turkey corn dogs are baked, and tacos are served on pita bread

Schoolyard at Berkeley's Martin Luther King Jr. Middle School. There, kids spend 90 minutes a week planting and harvesting produce and cooking their own healthy food.

Even with such initiatives in place, school food was far from the Chez Panisse ideal before Cooper came to town last October. The bread was white, the fruit canned, the meat highly processed. Now

that leftover canned fruit and vegetables. A 6-lb. 10-oz. can of peaches costs just 13¢, but two of the four main ingredients are corn syrup and sugar. Cooper would rather pay 18¢ for one piece of fresh fruit and consider it an investment in the future.

The Meal Marketer When parents complain to Deborah Taylor, director of school-nutrition services in Shawnee, it's usually because the pizza ran out before Johnny could get some or that Emma had to eat baked chicken instead of the good old-fashioned fried stuff. Taylor rarely responds by talking up her menus. "Marketing the low-fat, high-nutrient value of our school



MENU MAP:
Rapp works out
the most profitable
route for hungry
eyes

THOMAS ALEXANDER FOR TIME

anteer that his menu will raise profits—and in his 25 years in the business, he has yet to issue a refund.

The first step is the design. Rapp recommends that menus be laid out in neat columns with unfussy fonts. The way prices are listed is very important. “This is the No. 1 thing that most restaurants get wrong,” he explains. “If all the prices are aligned on the right, then I can look down the list and order the cheapest thing.” It’s better to have the digits and dollar signs discreetly tagged on at the end of each food description. That way, the customer’s appetite for honey-glazed pork will be whetted before he sees its cost.

Also important is placement. On the basis of his own research and existing studies of how people read, Rapp says the most valuable real estate on a two-panel menu (one that opens like a magazine) is the upper-right-hand corner. That area, he says, should be reserved for more profitable dishes since it is the best place to catch—and retain—the reader’s gaze.

Cheap, popular staples—like a grilled-chicken sandwich or a burger—should be harder to locate. Rapp likes to make the customer read through a mouthwatering description of seared ahi tuna before he finds them. “This is akin to the grocery store putting the milk in the back,” he says. “You have to walk by all sorts of tempting, high-priced items to get to it.”

The adjectives lavished on a dish can be as important as the names of the ingredients. What would you rather eat—plain grilled chicken or flame-broiled chicken with a garlic rub? Scrambled eggs or farm-fresh eggs scrambled in butter? “Think ‘flavors and tastes,’” Rapp says, repeating a favorite mantra. “Words like crunchy and spicy give the customer a better idea of what something will be like.” Longer, effusive descriptions should be reserved for signature items. Especially the profitable ones.

The Menu Magician

Gregg Rapp knows just how to influence what you order

BY CAROLINA A. MIRANDA

It is dinnertime at a candlelit Mediterranean eatery, and Gregg Rapp is busily devouring ... the menu. He nibbles first at the design, evaluating its overall clarity. He then savors the food descriptions—ravioli with shaved truffles, breaded tenderloin piccata—locating words that give a sense of a dish’s flavors and textures. Next he looks to see whether prices are integrated into the text or standing alone by the right-hand margin. ■ Rapp gives our menu a passing grade: the descriptions are laden with helpful adjectives, and the prices are

unobtrusive. But a pattern on the paper makes a couple of the entrées difficult to read and could visually discourage a customer from ordering these high-priced items. “Not bad,” he concludes, “but it could always use some engineering.” Naturally, he’s the man for the job.

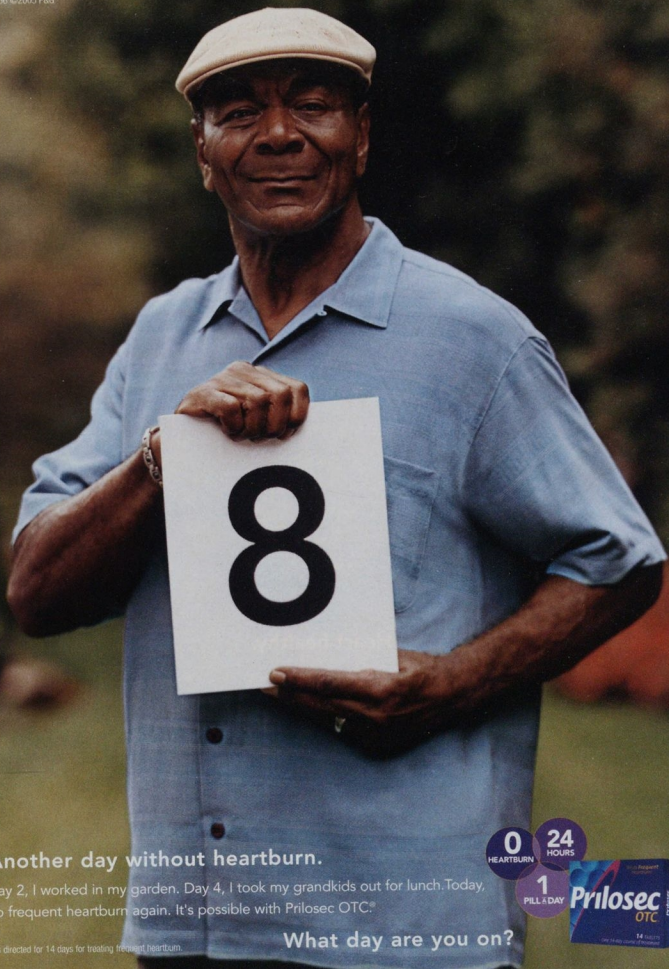
A “menu engineer” based in Palm Springs, Calif., Rapp works with restaurants

across the country and around the world to transform innocent lists of meals into profitable, user-friendly sales tools. Although his clientele includes such prominent chains as Chili’s, his day-long “menu boot camps” have helped bring sophisticated marketing know-how to mom-and-pop diners and corner pubs. The objective for eateries big and small: a

menu that grabs the customer’s eye and steers it to high-profit dishes and moneymaking add-ons (like the side salad that is only \$3.99 extra when you order the entrée). Rapp is so sure of his menu makeovers that he offers a money-back guar-

46%
of the average American food budget is spent on meals prepared outside the home

32%
of Americans’ daily calories come from such food, according to the FDA



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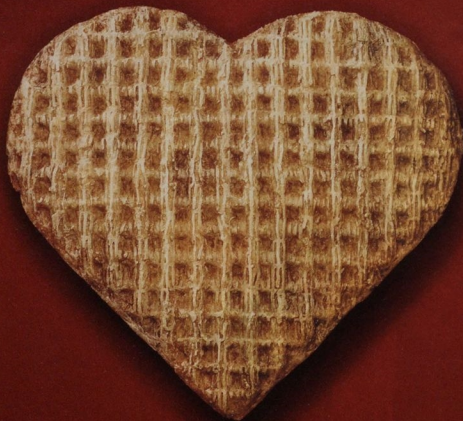
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TASTE TEST: Okura, left, and Matz finish a pasta Bolognese



Catering To the MELTING POT

Hold the anchovies! Lose the mint! How the hugely successful Cheesecake Factory is diversifying what America eats

BY JYOTI THOTTAM • CALABASAS HILLS

Is America ready for the melted anchovy? That's the question on the table this afternoon in the gleaming research and development kitchen of the Cheesecake Factory in Calabasas Hills, Calif. Karl Matz, 31, a former chef at Spago with the earnest good looks of an Eagle Scout, has reluctantly removed the salty little fish from his pasta puttanesca,

traditionally made with tomatoes, anchovies, olives, capers and dried red chilis, and sets plates of rigatoni cloaked in the sauce onto a black-marble counter. David Overton, Cheesecake's founder, CEO and ultimate tasting authority, picks up one of the half a dozen forks arrayed for this tasting session and takes a bite. He is wondering about the anchovies. "Karl wanted to put them in," he says. "But some people are allergic to fish." And Overton doesn't want to scare off the anchovy averse who don't real-

ize the fish melt into the tomatoes as they cook, leaving behind a pungent bite that this sauce is missing. "You think it needs more capers?" he asks. Perhaps their tangy saltiness will compensate.

With that, a dish that traces its roots to the prostitutes of Naples (legend says they made the spicy dish for their clients) moves one step closer to the

mallards of America. Every six months, the restaurant's R&D chefs winnow hundreds of ideas for new menu items—the Cheesecake Factory's version of *American Idol*—and Matz's puttanesca has reached the finals. After a few years of rounds that added Asian, Caribbean and Latin American flavors to the menu, this round of revisions will reimagine familiar classics like spinach salad, corned-beef hash and spaghetti with red sauce; the puttanesca is a twist on marinara. The winners will debut

on Cheesecake Factory menus later this month.

The evolving menus do more than just keep customers coming back. (With more than \$1 billion in sales from 105 restaurants in 2005, the Cheesecake Factory is by far the most productive "casual-dining" chain in the country, generating \$970 for every square foot of restaurant space.) Like an annual family portrait, every new Cheesecake Factory menu holds up a mirror to the American palate, revealing how it has grown and changed. When Vietnamese summer rolls appear alongside buffalo wings,

"it shows the customers that those items are mainstream," says Karen Cathey, incoming chair of the American Institute of Wine and Food. "They've modernized American food," says Clark Wolf, a food and restaurant consultant, and the chain's national reach gives every new dish leverage over millions of American taste buds. With its kitchen-sink menu and gargantuan portions, the Cheesecake Factory is big-tent cuisine at its most expansive. It is a restaurant where everything is included but nothing is authentic, and it is changing the way we think about American food.

The first Cheesecake Factory was little more than a simple café when it opened in Beverly Hills, Calif., in 1978 as a place to feature the cheesecakes that Overton's parents made in their nearby bakery. "I just set out to help my parents," he says. Overton had no training in food and no "culinary influence" other than hours spent hanging out in San Francisco cafés. So he stuffed the sandwiches with sprouts, served espresso drinks nine years before Starbucks did and kept himself open to new ideas. In California in the 1980s, they were everywhere. Early on, he added burritos and a stir-fry to the menu. He loved casual Asian-inspired restaurants like Spago and soon started spending some time each day developing new recipes with his best line cook.

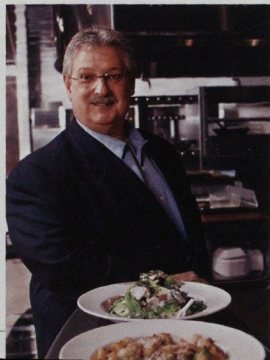
That effort has evolved into the Cheesecake Factory's epic epicurean tasting trips. Twice a year, Overton and his team of R&D chefs visit the best restaurants in New York City, London, Singapore and other cities. A recent New York itinerary included Mario Batali's Del Posto, Iron Chef Masaharu Morimoto's Morimoto and Jean-Georges Vongerichten's Spice Market. A weeklong trip might include three lunches and din-

ners every day, during which they often taste every item on the menu—plus snacks.

A man of Falstaffian proportions and equally wide-ranging tastes, Overton wants his food to be both popular and populist. "The stuffiness of waiters? That's got to go," he says. Not everyone can afford the \$30 miso-glazed black cod made famous by Nobu, but the Cheesecake Factory's best-selling miso salmon is only \$18 and three times the size. "Why should that memorable food experience be limited?" asks Bob Okura, the Cheesecake Factory's corporate executive chef. Critics call the portions a gimmick; health policy experts call them a dangerous contribution to obesity; the Cheesecake Factory sees value, encouraging customers to make a second meal of leftovers. Overton loves the attention that celebrity chefs have brought to dining out, but there is no room for ego in his restaurants. The person in charge of the food at a Cheesecake Factory is called a kitchen manager, not a chef. The emphasis is on consistency, not creativity.

Instead, creativity is channeled into the company's \$1 million R&D kitchen. There, Okura and his staff of 10 chefs, line cooks

THE HITMAKER Overton says serving food that's affordable and accessible is more important than making it authentic



CALCIUM
Up to 1,500 mg is recommended daily, but—paired with vitamin D—it provides little defense against bone loss and colorectal cancer

and pastry chefs have free rein to experiment. Brandon Cook, one of three R&D chefs and the only one who has cooked in a Cheesecake Factory, is riffing on the lobster roll—subbing crab and shrimp for lobster and thick white bread for the traditional top-split hot-dog buns in this classic New England sandwich. Before setting out samples—one on grilled bread, another

toasted—he has gone through half a dozen iterations, playing with the dressing and the proportions of bread, seafood, tomato and lettuce. Overton loves the grilled bread, but Cook wants to wait until he can try it with a top-split hot-dog bun before moving it forward in the menu competition. "You can only get those on the East Coast," he says. "I know it will probably taste better."

Mohan Ismail, a Singaporean chef most recently at New York's Spice Market, sends out braised beef short ribs in a green curry with tiny, delicate Thai eggplant, slivers of bamboo shoots and baby bok choy. Ismail has toned down the fish sauce, and instead of the rougher texture of ground fresh coconut, his curry gets a silky smoothness from coconut milk and chicken stock and an almost grass green color from cilantro puree. Overton raves but doesn't have a place for it yet.

None of the chefs' artistry will ever make it to a restaurant unless it gets through Joaquin Marchan, a star Cheesecake Factory line cook who now puts new recipes through their road tests. It's here that the free-form lasagna started to fall apart. Okura and his chefs had perfected two versions of the dish, layers of pasta, cheese and sauce: one with roasted tomato sauce adorned with basil oil, the other an all-beef Bolognese with truffle oil.

Marchan, working from detailed instructions, ladles chicken stock and heaps of butter into a hot sauté pan and waits as the tomato sauce heats under a cheese melter, with Okura and Matz hovering like anxious trainers at the edge of a boxing ring. "You don't have to go so fast," Okura says, giving him a calming pat on the shoulders. He and Matz then shift gears. Instead of having him blanch the pasta, they want Marchan to finish cook-

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ing it in the sauté pan and then assemble the layers. His lasagna looks messier than the chef's version. Okura checks the clock. "Eight minutes," he says. "Eight minutes is a long time on a busy night." Even worse, "it's a little mushy," Overton says. No one is sure why—the last-minute pasta change?—but that may have ended its chances.

When Overton or one of the R&D chefs has a new idea in mind, Okura usually begins in his cookbook library, consulting cooking bibles such as Escoffier and Larousse *Gastronomique* and masters ranging from Julia Child and James Beard to Thomas Keller and Wolfgang Puck. "If David suggests something from Thailand or Argentina or Costa Rica," Okura says, he will talk to chefs with that expertise. "We will get to the core of any cuisine, any cul-

can live with that. "We just try to be really good, with strong flavors," he says. "Authenticity isn't anything that we really care about." He's ready for the purists who will complain that the cured meat in a new pasta *amatriciana* really ought to be guanciale, made from pork jowls, rather than pancetta, pork belly. "You know what? Most of our people do not care," Overton says.

He isn't on a mission to educate; he would rather be the hitmaker. Take *dulce de leche*, the sweetened milk cooked down to a caramel that is a staple of Latin American desserts. Overton had considered it for a cheesecake flavor for years, but he waited for a cue—Häagen Dazs' introducing dulce de leche ice cream—before trying the bittersweet, burned-sugar taste on his customers in 2002. It now ranks as the chain's

to democracy in action. Overton reminisces about dishes he loved that never found a constituency: the torpedo dog, a kosher hot dog with red onions and sweet mustard baked into a pizzadough crust; a pasta made with melted onions, cream and cognac. White-chocolate macadamia nut had been a top-10 cheesecake flavor for years, but it has fallen to the bottom five and is on the way out. Lamb and veal might appeal to critics, but "we just can't sell it," Overton says. Special interests, like vegetarians, get a few concessions. And as in any democracy, sometimes the voters surprise you. Thai lettuce wraps—a pileup of satay chicken, coconut curry noodles, sprouts and vegetables—are among the top-three appetizers in every city the Cheesecake Factory serves.

Overton decided years ago that he would never limit his menu to one style of cooking. "There's nothing America wants to eat that we won't put on there," he says. By keeping the door open to Asia, Latin America and Africa, he created a menu as inclusive as America itself. Today Americans' increasingly sophisticated tastes are posing a new challenge. "You can't just slip things by anymore," Okura says. They can watch the secrets of four-star chefs on TV, and they may know firsthand what "authentic" tastes like. Forget critics or consultants. The only people who can push the Cheesecake Factory to turn up the spice, turn down the butter or give the anchovies another look are the people who eat there. The mirror, as it turns out, works both ways. ■

105

Number of Cheesecake Factory restaurants, generating sales in 2005 of more than \$1 billion

\$970

Sales per square foot, making Cheesecake by far the most productive casual-dining chain in the U.S.

6

Number of months before the menu will be revised again. Low sellers will make room for new items

ture." Okura and his chefs may experiment with abandon, but they have a deep appreciation for the rules they're breaking.

When the restaurant introduced the Vietnamese summer roll—translucent sheets of rice paper filled with julienned vegetables and shrimp—Okura had to make several compromises. Instead of making them to order, Cheesecake prep cooks make them in advance every day, so he found shrimp that hold up in cold storage. A true summer roll would have mint, but that strong flavor turns off some people. "We had to make a hard decision as to whether or not we were going to stay that close to the traditional concept," he says. Okura left out the mint, and the shrimp aren't as plump as Gulf shrimp, but the crisp vegetables somehow still conjure up a summer roll's cool, fresh essence.

Summer rolls without mint; puttanesca without anchovies. Those are the compromises that have made the Cheesecake Factory such an inviting target. One critic derided the "something for everyone" aesthetic as "a repository for all other corporate-restaurant concepts," Overton

thinks most popular of 40 cheesecakes.

Strong sales are the only measure of success that really matter for any of the new dishes that will soon appear on the menu. The lasagna got the ax, but the Bolognese sauce with white truffle oil will get a shot as a pasta entrée, along with a spinach, poached-chicken and bacon salad, a crab hash made with potatoes and onions and the pasta with four roasted tomato sauces—including puttanesca without anchovies. If they don't sell, they're gone, no matter how much Overton or any critic loves or loathes them.

In this way, the Cheesecake Factory is the closest thing in the restaurant business

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Michael Pollan

Six Rules for Eating Wisely

ONCE UPON A TIME AMERICANS HAD A CULTURE OF FOOD to guide us through the increasingly treacherous landscape of food choices: fat vs. carbs, organic vs. conventional, vegetarian vs. carnivorous. Culture in this case is just a fancy way of saying "your mom." She taught us what to eat, when to eat it, how much of it to eat, even the order in which to eat it. But Mom's influence over the dinner menu has proved no match for the \$36 billion in food-marketing dollars (\$10 billion directed to kids alone) designed to get us to eat more, eat all manner of dubious neofoods, and create entire new eating occasions, such as in the car. Some food culture.

I've spent the past five years exploring this daunting food landscape, following the industrial food chain from the Happy Meal back to the not-so-happy feedlots in Kansas and cornfields in Iowa where it begins and tracing the organic food chain back to the farms. My aim was simply to figure out what—as a nutritional, ethical, political and environmental matter—I should eat. Along the way, I've collected a few rules of thumb that may be useful in navigating what I call the Omnivore's Dilemma.

Don't eat anything your great-great-great grandmother wouldn't recognize as food.

Imagine how baffled your ancestors would be in a modern supermarket: the epoxy-like tubes of Go-Gurt, the preternaturally fresh Twinkies, the vaguely pharmaceutical Vitamin Water. Those aren't foods, quite; they're food products. History suggests you might want to wait a few decades or so

before adding such novelties to your diet, the substitution of margarine for butter being the classic case in point. My mother used to predict "they" would eventually discover that butter was better for you. She was right: the trans-fat margarine is killing us. Eat food, not food products.

Avoid foods containing high-fructose corn syrup (HFCS).

It's not just in cereals and soft drinks but also in ketchup and bologna, baked goods, soups and salad dressings. Though HFCS was not part of the human diet until 1975, each of us now consumes more than 40 lbs. a year, some 200 calories a day. Is HFCS any worse for you than sugar? Probably not, but by avoiding it you'll avoid thousands of empty calories and perhaps even more important, cut out highly processed foods—the ones that contain the most sugar, fat and salt. Besides, what chef uses high-fructose corn syrup? Not one. It's found only in the pantry of the food scientist, and that's not who you want cooking your meals.

Michael Pollan's newest book is *The Omnivore's Dilemma*

Spend more, eat less. Americans are as addicted to cheap food as we are to cheap oil. We spend only 9.7% of our income on food, a smaller share than any other nation. Is it a coincidence we spend a larger percentage than any other on health care (16%)? All this "cheap food" is making us fat and sick. It's also bad for the health of the environment. The higher the quality of the food you eat, the more nutritious it is and the less of it you'll need to feel satisfied.



Pay no heed to nutritional science or the health claims on packages. It was science that told us margarine made from trans fats is better for us than butter made from cow's milk. The more I learn about the science of nutrition, the less certain I am that we've learned anything important about food that our ancestors didn't know. Consider that the healthiest foods in the supermarket—the fresh produce—are the ones that don't make FDA-approved health claims, which typically festoon the packages of the most highly processed foods. When Whole Grain Lucky Charms show up in the cereal aisle, it's time to stop paying attention to health claims.

Shop at the farmers' market. You'll begin to eat foods in season, when they are at the peak of their nutritional value and flavor, and you'll cook, because you won't find anything processed or microwavable. You'll also be supporting farmers in your community, helping defend the countryside from sprawl, saving oil by eating food produced nearby and teaching your children that a carrot is a root, not a machine-lathed orange bullet that comes in a plastic bag. A lot more is going on at the farmers' market than the exchange of money for food.

How you eat is as important as what you eat. Americans are fixated on nutrients, good and bad, while the French and Italians focus on the whole eating experience. The lesson of the "French paradox" is you can eat all kinds of supposedly toxic substances (triple crème cheese, foie gras) as long as you follow your culture's (i.e., mother's) rules: eat moderate portions, don't go for seconds or snacks between meals, never eat alone. But perhaps most important, eat with pleasure, because eating with anxiety leads to poor digestion and bingeing. There is no French paradox, really, only an American paradox: a notably unhealthy people obsessed with the idea of eating healthily. So, relax. Eat Food. And savor it. ■





JACK BLACK

WHY IS THE AMERICAN WILD MAN GETTING IN THE RING AS A HALF-MEXICAN WRESTLING MONK? FOR THE STRETCHY PANTS—AND TO MAKE MOVIE MAKING FUN **By JOSH TYRANGIEL**

If you've seen a typical Black performance—as the manic record-store clerk in *High Fidelity*, the manic but sweet wannabe rock star in *The School of Rock* or the manic and sadistic half of Tenacious D, the world's most delusional folk-metal duo—this might seem like a revelatory moment, as well as a good time to put in a call to child services. Black, 37, can be irresponsible and gross and all those other things associated with burly comics since John Belushi first belched his way into moviegoers' hearts. But for Black, *chilaquiles* moments are actually pretty rare. "We lived together during *The School of Rock*," says Mike White, who wrote *Rock* and co-wrote *Nacho Libre*, "and I can say Jack's surprisingly unlike his screen alter egos. He's really smart and effortlessly funny, but he's not a garrulous

slob. There's a bit of that in him—he can access it when he wants it—but that's what acting is about."

Which is another way of saying that Black is a guy who's funny in movies rather than a funny guy who happens to be in movies. (Think of the difference between Bill Murray and Adam Sandler.) In *Nacho Libre*, out June 16, he plays a half-Mexican monk who starts wrestling to earn money for his order's beloved orphans. Because Black wears tights and has a physique like a throw pillow, many people have tabbed *Nacho* as this summer's *Wedding Crashers*—an over-the-top comedy poised to do big business. As directed by Jared Hess (*Napoleon Dynamite*), though, the \$35 million film is more like *Don Quixote* set in the absurd subculture of Mexican wrestling than a traditional multiplex comedy. "Jack doesn't wink at the camera," says Hess. "He lives in the weird universe of the movie, so the funny stuff comes from him being the character, not the other way around."

It takes a specific kind of talent to pull off this type of performance, and it took Black almost two decades to figure out how to harness his talent successfully. "I first met him when he was 12," says Tim Robbins, who, as the co-founder of the Los Angeles theater troupe the Actors' Gang, gave Black a role in the play *Inside Eddie Binstock*. "After that, he just kept coming back and hanging out." Black's parents, divorced rocket scientists, encouraged their son's artistic hanging out, and as Black matured and enrolled at the University of California, Los Angeles, he landed in Actors' Gang productions of *Peer Gynt* and *The Good Woman of Setzuan*; eventually Robbins recommended Black to his agent. "He was disciplined, professional," Robbins recalls. "As Jack would say, he could also bring the special sauce."

Black measures much of his life with condiments. (Of the tepid reviews for his performance in 2005's *King Kong*, he says: "Maybe I didn't bring the spicy mustard. I only brought some mild cheddar sauce.") With the exception of a brief but startling performance as an acolyte of the politician in *Bob Roberts*, directed by Robbins, Black feels most of his early movie roles were expired mayo. "I did a lot of puppet acting, jobs where I did whatever the director said," Black says of unmemorable stunts in such films as *Waterworld* and *The Jackal*. He hates confrontation, and he's not arrogant enough to have ever told a director he

thought he was being misused, but he did find that movies were a lot less fun than theater or Tenacious D, the Spinal Tap-ish band he created with fellow Actors' Gang alum Kyle Gass. "It wasn't about control," says Black. "It was about the *co-la-bo*. There's great directors who treat actors like cattle, but I hated it, and I knew if I ever had a choice, I didn't want to work with those guys. Who said that thing about actors and cattle? Hitchcock? Yeah, I don't want to work with that dude."

Luckily for Black, Tenacious D became a cult phenomenon on HBO, which led to his getting cast in *High Fidelity* ("The first time

didn't have a script or anything," says Hess, "but he was confident we'd come up with something good." Hess, who co-wrote the film with his wife Jerusha and Mike White, had never worked with a celebrity before, and when it came time to shoot, "I kind of beat around the bush if I wanted to change something. But Jack was just like, 'Hess, dude, tell me what you want.'" Says White: "He's not a Jim Carrey. He's not looking to improvise, and he finds it annoying when people say, 'Then you'll come in and do your Jack Black thing!' He wants real direction, he just wants to be able to contribute too."



I had any real power in a film performance," he says, crediting director Stephen Frears.) When *The School of Rock* followed and made

him one of a handful of people who might actually be able to carry a movie, Black moved forward with his plan to make movies fun. *Nacho Libre* is the first production by Black and White's Black & White Films—"and it's kind of a model of what we want to do," says Black. The movie came about because Black and White loved *Napoleon Dynamite*, so they called director Hess to see if he wanted to hang out. "There are a lot of people with unique voices out there," says Black. "Mike is a pretty unique writer, and I've got my thing going on, so let's cut out all the lame guys and see if we can't party."

Hess, 26, didn't have an idea for a movie, but after some record shopping and pizza he mentioned a fascination with the life of a Mexican priest named Fray Tormenta. (Yes, *Nacho Libre* is based on a true story.) Black said, "Dude, I'm in." "We

For Black, *Nacho Libre* is more than just a chance to have a say; it's a shrewd career move. He gets to do things he knows audiences love—move his eyebrows like inchworms, sing goofy songs, make fart jokes—while trying his hand at difficult physical work as well (he performed most of his own stunts in the ring), delivering a few moving speeches in Mexican-accented English (which is funny without being too offensive) and producing. The biggest challenge, though, was getting used to seeing himself as Nacho. "At first I would have rather been naked to tell you the truth," Black says, "because I just look so goddamn ridiculous. But then I thought, Wait, that's my job. The stretchy pants are my friends. I love the stretchy pants! It just took a little mental adjustment, because I know that when I'm embarrassed and scared about acting, that means I'm going to get some good life-nugget knowledge out of it. And I love the knowledge nuggets." They go down perfectly with the special sauce. ■

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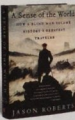
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Have Cane, Will Travel

A moving, mesmerizing biography of a blind adventurer who was determined to see the world



IT MAY BE TIME TO RETIRE. Caspar David Friedrich's *The Wanderer Above the Sea of Fog* from further use on a book cover. Lovely as it is, this painting has done enough time as shorthand for a sentiment along the lines of "Man is so small, the world about him so vast, gaze on it with me, won't you?" Then again, sometimes exactly that sentiment is called for. Such is the case with Jason Roberts' *A Sense of the World* (HarperCollins; 382 pages), an enthralling biography of a man you've never heard of named James Holman.

Holman was a prodigiously restless world traveler in the early 19th century, a time before Ambien and JetBlue when the world was a dangerous, miserably uncomfortable place to travel. He circled the earth, traversed Siberia, roamed the Australian rain forest, climbed Vesuvius during an eruption, hunted elephants in Ceylon and slave ships in the Atlantic and wrote best-selling books about it all. He did all this despite a grave handicap: he was blind.

A promising naval officer, Holman lost his sight at age 25 after a mysterious illness. That was, to say the least, a calamity. Braille had not been invented yet. The blind were institutionalized and infantilized, expected to lead celibate lives mooching or begging or doing menial work. None of which appealed to our hero. Seeking a cure (not only for his blindness but also for agonizing rheumatism), he set off alone for southern France.

As he traveled, he made a strange discovery: he felt better. Soon he realized he wouldn't, maybe couldn't, stop traveling. He never got his sight back, but when he was on

the move he felt different—healthy, dignified, whole. "I see things better with my feet," he said, with characteristic good humor.

Holman had a talent for brushing up against interesting people and things—literally. He occasionally got into trouble for groping a piece of statuary or other priceless artifact, and his biographer takes full advantage of any occasion for a rich, satisfying digression. Holman met François Huber, a pioneering blind entomologist who, like Holman, had managed to carve out a career despite his disability. He studied bees using a special hinged hive that opened and shut like a book. Holman sailed with William Owen, the brilliant, illegitimate, eccentric naval captain who surveyed the coast of Africa.

A Sense of the World is inspiring—but in

VOYAGER: By the time he died in 1857, Holman had traveled a quarter of a million miles



the real way, the way most "inspirational" books aren't. Holman wasn't a *Fear Factor* thrill seeker; he was a deeply Romantic figure, a man ransacking the globe for peace of mind even as he fled the demons of disappointment and bitterness nipping at his heels. A celebrity in his time, Holman subsided after his death into the darkness in which he lived. He, and readers everywhere, owes Roberts thanks for leading him back into the light. —By Lev Grossman

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► **MARLENE DIETRICH: THE GLAMOUR COLLECTION**

JOSEF VON STERNBERG was a famous Hollywood auteur

in 1930 and Dietrich a minor Berlin actress when he cast her as Lola, the crass chanteuse of *The Blue Angel*. Just like that, a star was born: an anti-Garbo who viewed life and love as a series of awful amusements. In their seven films together—of which a terrific trio (*Morocco*, *Blonde Venus* and *The Devil Is a Woman*) are included here—Sternberg swathed Dietrich's wry sexuality in silk, feathers, a gorilla suit and his camera's soft-focus devotion. As his films got more deliriously abstract, she got restless, and the two parted in 1935. Their legacy is these films: a uniquely frilly and profound record of an artist's obsession with his model.



LEANING MARLENE: Dietrich simmers in *Morocco*

5 CINEMATIC COUPLINGS THAT REALLY HAVE LEGS

DVDs that showcase collaborators who brought out the best in each other

out Antoine's early maturity—or, rather, his prolonged, love-added adolescence. This Criterion boxed set exhaustively documents the bond between an endearingly quirky actor and the most likable great director in movie history.



THE INGMAR BERGMAN SPECIAL EDITION DVD COLLECTION

AMONG THE superlatives that

might be tossed his way, Bergman was surely the most probing writer of women's roles, the most sympathetic director of actresses. Harriet and Bibi Andersson, Ingrid Thulin and Gunnel Lindblom caught fire in

the Swede's existential dramas. He wrote searing roles for them; they gave body and soul to his ideas, becoming for a time his muses, often his lovers. Bergman's last, most lasting actress liaison was with the Norwegian actress Liv Ullmann. Her soft features and stern resolve inspired a string of stern masterworks, starting with 1966's *Persona*, in which she played a mute actress. Ullmann was no mere Trilby to Bergman's Svengali. She became his eloquent interpreter, later directing two of his screenplays. *Saraband* (2003), with Bergman again directing and Ullmann starring, marks nearly 40 years of an exemplary partnership that began with the five films in this fine collection.



AKIRA KUROSAWA: FOUR SAMURAI CLASSICS

THE CHEMISTRY between actor and director—the

expression of one person's vision through another's physical force—was primal in the work of Kurosawa and Toshiro Mifune, whose lithe, feral magnetism animated the great Japanese director's most vigorous parables. The titles in this Criterion package are legendary: *The Seven Samurai*, *The Hidden Fortress*, *Yojimbo* and *Sanjuro*. These ferocious epics were often adapted into better-known films in the West—*The Magnificent Seven*, *A Fistful of Dollars*, *Star Wars*—none of which matched the artistry and machismo of the originals.



▼ **JOHN WAYNE JOHN FORD FILM COLLECTION** FROM 1939 to 1966, the

Duke and Pappy made 14 films together. This package contains eight of their burliest, including *The Searchers*, that towering, troubling essay on race, sex and Manifest Destiny. It also has Wayne's starmaking turn in *Stagecoach* and the late-'40s cavalry films *Fort Apache* and *She Wore a Yellow Ribbon*. All these westerns constitute a romantic first draft of American expansionist history, with Wayne as the surly Moses, urging his settlers on toward the promised land.

—By Richard Corliss



▲ **THE ADVENTURES OF ANTOINE DOINEL**

IN 1959, WHEN HE made *The 400 Blows*—an instant

astonishment that set the French New Wave in motion—François Truffaut had no idea of following his little hero, a 14-year-old played by Jean-Pierre L  aud, through 20 more years of seriocomic escapades. But the end of that film, a freeze-frame of Antoine on a beach, left Truffaut and his audiences asking, What next? The callow charisma of young L  aud also begged to be used again. What followed was a lovely short film (*Antoine and Colette*) and three features (*Stolen Kisses*, *Bed and Board* and *Love on the Run*) that fleshed



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HIGH STYLE FOR SMALL PEOPLE

By KATE BETTS

A NEW GENERATION OF YOUNG FURNITURE USERS is emerging, and savvy designers at the International Contemporary Furniture Fair (ICFF) in New York City last month were busy catering to it with sleek high chairs made of colorful foam and playful quilts covered in herds of elephants and pods of dolphins. Indeed, mixed in among the requisite Herman Miller chairs and LED lights were plenty of bassinets, pint-size beds and bookshelves from cutting-edge

kids-gear companies like Offi, ducduc and Netto Collection. Some visitors were even toting toddlers and babies as they perused the stands. "This is the first time in 10 years I've seen so much attention to the whole kids' area," said Daniel Kron, a co-founder of Genius Jones, a hip Miami children's store.

Kron and his wife Geane Brito started their retail business as frustrated new parents who, like many of their design-obsessed customers, could not find well-designed products for their children. "We had kids a bit later, so we had money to spend," says Brito. "But the field is dominated by plastic and plywood."

That's changing. As the U.S. retail market for so-called infant, toddler and preschooler (ITP) products grows—sales of ITP home furnishings were up 5.2%, to more than \$8 billion, from 2004 to 2005—and high-design products like the

Bugaboo stroller sell for three times the average price of such common purchases, big-name designers are suddenly paying serious attention to child's play.

A popular introduction at the ICFF, for example, came from renowned product

CHAIR AWARE

Designer Yves Behar created Fleurville's Calla chair for easy cleanup; every part is removable



YVES BEHAR

designer Yves Behar, who was hired by a small, San Francisco-based company called Fleurville to create a cool high chair. The result is the Calla chair, a pistil-shape foam-and-aluminum piece that will retail for a cool \$925 and, like the Bugaboo, will come in customized colors. Similarly, Philippe Starck has applied his eye to strollers, portable high chairs and diaper bags for McLaren, the

Name designers are suddenly paying attention to child's play

popular British stroller brand. Designers like David Netto have found their niche giving such nursery staples as cribs and changing tables a Modernist edge. Entrepreneurs are getting in on the action too. P'kolino founders Antonio Turco-Rivas and J.B. Schneider have hired Rhode Island School of Design students to help them conceptualize practical but fun play-space furnishings for the home.

"Modern design may only represent 5% of the children's-furniture market," says Steve Granville, a co-founder of Fleurville. "But it's a very influential segment of the market." He predicts that the big companies will soon move in with their own designer products.



A SOFT SPOT P'kolino's Play Table and Play Ottoman are made of foam and come in bright colors

MODERN HEIRLOOMS FunQuilts' cotton blankets are hand-stitched by adults with disabilities



THE ART OF TOYS

► For some serious fun at playtime, Daniel Kron of the Miami kids' store Genius Jones favors whimsical wooden toys designed by famous artists for the French company Vilac. Past masterpieces came from the likes of Alexander Calder and Keith Haring. The latest collector's item is by Japanese superstar Yoshitomo Nara, who designed My Sweet Dog, right.



HOW TO CURB YOUR CRAVINGS



ANDREW WEIL, M.D.

DO YOU HAVE FOODS YOU CRAVE? CHOCOLATE, perhaps? Potato chips? Cheeseburgers? Food cravings are common and problematic, because they can lead to overeating that undermines health and promotes obesity. But there's not much agreement about what their cause may be or how to manage them.

One theory is that indulging food cravings—especially for energy-dense foods like ice cream and candy—is an expression of chronic stress, triggered perhaps by cortisol, the hormone that mediates stress. Such cravings might have made evolutionary sense in times of scarcity. Now, with energy-dense food available in every convenience

store, they work against us. (The cortisol theory of overeating has led to aggressive marketing of dubious dietary supplements that claim to slim you down by reducing cortisol levels without your having to give up foods you like.)

Gaining ground these days is another idea: that food cravings are true addictions, like those to drugs and alcohol. Some addiction experts suggest that the underlying problem is a disturbance of dopamine, the neurotransmitter that mediates pleasure. But they can't say whether potato chips trigger dopamine release or we have simply learned to associate eating potato chips with pleasurable sensations.

Another school of thought, popular among clinical ecologists, is that we crave foods we are allergic to. I don't buy it. True food allergies—like anaphylactic reactions to

peanuts or shellfish—are rare. Many more people may be intolerant of certain foods, but the reactions they have are idiosyncratic and not caused by the immune system.

So, what should we do about our food cravings? It may help to shift them in healthier directions: to chocolate sorbet from chocolate ice cream, for example. And to the extent that stress does drive our cravings, it can't hurt to practice some techniques to neutralize stress, like progressive relaxation or simple



In fact, all those theories are speculations. We just do not understand food cravings and where they come from. I suspect there is a great deal of social and cultural conditioning involved. For example, it is popular to argue that chocolate is addictive and point out that women often crave it

breathing exercises. Depriving yourself often backfires. A better strategy might be to indulge moderately and occasionally, perhaps as a way of rewarding good behavior.

Have a question for Dr. Weil about your food cravings? Go to time.com/askdrweil



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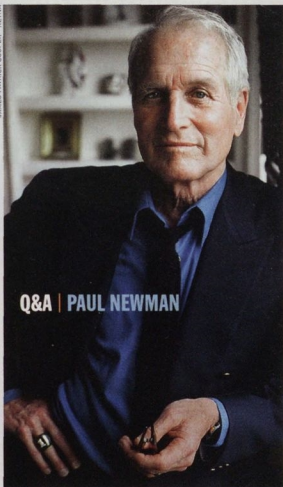
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Q&A | PAUL NEWMAN

Oscar winner Paul Newman, 81, doesn't just talk about *Cars*. He drives in and co-owns a racing team

In *Cars*, which opens June 9, you voice the character of Doc Hudson, a mysterious 1951 Hudson Hornet and former racing champ who doesn't seem to be that popular. What's his problem?

He's a solitary kind of car. Maybe his

carburetor isn't working like it used to.

You haven't done a big-screen film since Road to Perdition in 2002.

Do you think you might call it quits on cinema altogether? I may have one more film left in me. I'm looking.

What was the first car you ever owned? What kind of car are you driving these days? First car was a 1937 Packard. Paid 60 bucks for it in 1947. Today I drive a Prius, a hybrid SUV and a Volvo wagon with some "stuff" in it.

How does your wife feel about your racing habit? She wishes I was more of a monk.

Not to be a killjoy, but with gas prices soaring and global warming such a worry, why encourage a gas guzzler of a pastime?

The Super Bowl in its entirety probably guzzles as much gas as the Daytona 500.

Are you a backseat driver? Do you ever let your wife drive? When

we start out together and I'm driving, she always says, "Now, we're not in a hurry, are we?" When we start out together and she's driving, I always say, "Now we're not in a hurry." They're for different reasons. —By Jeff Chu

MAYBE ORANGE SUITS HER?

ART STREIBER—ABC



She was an ex-con on *Lost*, but **MICHELLE RODRIGUEZ** seems to really appreciate incarceration. In April she opted to go to jail rather than do 240 hours of community service after she got nailed for drunken driving in Hawaii. She was sentenced to five days in an Oahu prison but spent less than three behind bars. She

began a two-month jail stint last week in Los Angeles (the Hawaiian incident violated her probation from a 2004 hit and run) but was released less than five hours later. She still has to do 30 days of community service, though. Maybe, since it has worked out so well twice, she should ask for more jail time instead?

IF AT FIRST YOU DON'T SUCCEED...

Nervous kids and obscure words are not the stuff of big-time TV, but this year's Scripps National Spelling Bee was an improbable nail-biter. One of the 13 finalists got reinstated after judges made a spelling error, a Canadian came in second—who knew foreign kids could compete?—and **KATHARINE CLOSE**, 13, prevailed in her fifth year. The eighth-grader from Spring Lake, N.J., won with *ursprache*. It means *proto-language*. Now try to use it in conversation.

CHIP SOMODEVILLA—GETTY



JESS FOWLER—20TH CENTURY FOX



RUSSELL CROWE TRIES A SOFTER SIDE

FIRST LOOK

What do you do after you have made one of the most violent—and successful—movies of recent years? Romantic comedy, of course. Ridley Scott and **RUSSELL CROWE**, the director and star of *Gladiator*, have teamed up again on *A Good Year*, which is based on a Peter Mayle novel of the same title. Crowe, looking positively puppyish, plays Max Skinner, a London investment banker who inherits his uncle's vineyard in Provence. The character is "a bit of a cad" who "believes that to be successful, you have to be ruthless," says Scott. Max gets his comeuppance (*quelle* shock) and the French babe. The movie, which was filmed about four minutes from Scott's vineyard in Provence, has a scene involving the actor getting apologetic over a cell phone, but it was "written before Russell's little incident," says Scott. Why did the director of *Alien* want to do romantic comedy? "The trick is to keep changing your target in life. It keeps you insecure," he says. "A little bit of insecurity is good for everyone."

Charles Krauthammer

In Plain English: Let's Make It Official

Having a unifying language is a secret of America's success. Why mess with it?

GROWING UP (AS I DID) IN THE PROVINCE OF QUÉBEC, YOU learn not just the joys but also the perils of bilingualism. A separate national identity, revolving entirely around "Francophonie," became a raging issue that led to social unrest, terrorism, threats of separation and a referendum that came within a hair's breadth of breaking up Canada.

Canada, of course, had no choice about bilingualism. It is a country created of two nations at its birth, and has ever since been trying to cope with that inherently divisive fact. The U.S., by contrast blessed with a single common language for two centuries, seems blithely and gratuitously to be ready to import bilingualism with all its attendant divisiveness and antagonisms.

One of the major reasons for America's great success as the world's first "universal nation," for its astonishing and unmatched capacity for assimilating immigrants, has been that an automatic part of acculturation was the acquisition of English. And yet during the great immigration debate now raging in Congress, the people's representatives cannot make up their minds whether the current dominance of English should be declared a national asset, worthy of enshrinement in law.

The Senate could not bring itself to declare English the country's "official language." The best it could do was pass an amendment to the immigration bill tepidly declaring English the "national language." Yet even that was too much for Senate Democratic leader Harry Reid, who called that resolution "racist."

Less hyperbolic opponents point out that granting special official status to English is simply unnecessary: America has been accepting foreign-language-speaking immigrants forever—Brooklyn is so polyglot it is a veritable Babel—and yet we've done just fine. What's the great worry about Spanish?

The worry is this. Polyglot is fine. When immigrants, like those in Brooklyn, are members of a myriad of linguistic communities, each tiny and discrete, there is no threat to the common culture. No immigrant presumes to make the demand that the state grant special status to his language. He may speak it in the street and proudly teach it to his children, but he knows that his future and certainly theirs lie inevitably in learning English as the gateway to American life.

But all of that changes when you have an enormous, linguistically monoclonal immigration as we do today from Latin America. Then you get not Brooklyn's successful Babel but

Canada's restive Québec. Monoclonal immigration is new for the U.S., and it changes things radically. If at the turn of the 20th century, Ellis Island had greeted teeming masses speaking not 50 languages but just, say, German, America might not have enjoyed the same success at assimilation and national unity that it has.

Today's monoclonal linguistic culture is far from hypothetical. Growing rapidly through immigration, it creates large communities—in some places already majorities—so overwhelmingly Spanish speaking that, in time, they may quite naturally demand the rights and official recognition for Spanish that French has in French-speaking Québec.

That would not be the end of the world—Canada is a decent place—but the beginning of a new one for the U.S., a world far more complicated and fraught with division. History has blessed us with all the freedom and advantages of multiculturalism. But it has also blessed us, because of the accident of our origins, with a linguistic unity that brings a critically needed cohesion to a nation as diverse, multiracial and multiethnic as America. Why gratuitously throw away that priceless asset? How mindless to call the desire to retain it "racist."

I speak three languages. My late father spoke nine. When he became a naturalized American in midcentury, it never occurred to him to demand of his new and beneficent land that whenever its government had business with him—tax forms, court proceedings, ballot boxes—that it should be required to communicate in French, his best language, rather than English, his last and relatively weakest.

English is the U.S.'s national and common language. But that may change over time unless we change our assimilation norms. Making English the official language is the first step toward establishing those norms. "Official" means the language of the government and its institutions. "Official" makes clear our expectations of acculturation. "Official" means that every citizen, upon entering America's most sacred political space, the voting booth, should minimally be able to identify the words President and Vice President and county commissioner and judge. The immigrant, of course, has the right to speak whatever he wants. But he must understand that when he comes to the U.S., swears allegiance and accepts its bounty, he undertakes to join its civic culture. In English. ■



Americans spend over one million dollars on energy every minute.

So who has the power to change that?

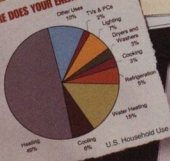
Because of surging economies in the developing world and continued growth among the industrialized nations, global energy use is climbing. As a result, supplies are tight. Prices are rising. And energy users are calling for viable alternatives.

The good news is we've got a huge source of alternative energy all around us. It's called conservation, and it's the lowest cost new source of energy we have at hand. A reduction of just 5% of global energy use would save us the equivalent of over 10 million barrels of oil a day. Clearly, saving energy is like finding it. So how do we do it?

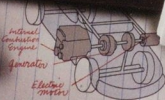
Incorporating energy efficient technology into new construction could reduce consumption by 40%. Governments and businesses must reduce their own energy use and promote conservation to their citizens and employees. Further improvements in fuel efficiency will play a crucial role, too. And the average person wields incredible power when it comes to conserving energy, from driving slower to switching to more efficient home appliances.

Of course, not only does using less energy mean there's more fuel to go around, it also means fewer greenhouse gas emissions. The fact is, if everyone began conserving today, we'd see results immediately. We've taken some of the steps needed to get started but we need your help to get the rest of the way.

WHERE DOES YOUR ENERGY GO?



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Conservation Facts:

If everyone reduced their driving speed from 65 to 55 mph, we'd save three million gallons of gas a day.

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Chevron Steps Taken:

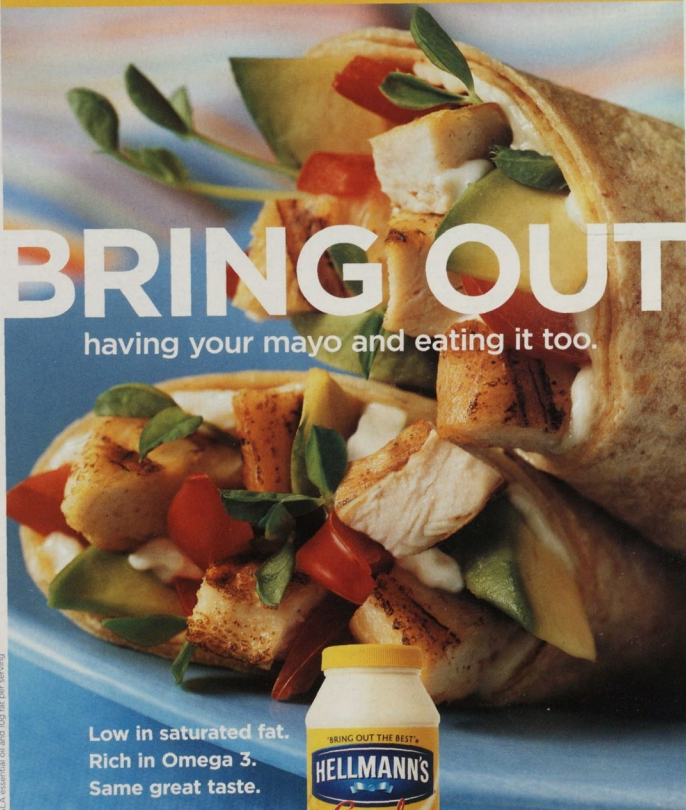
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